

LIFE

THE HANGOVER

CONVENTION TV: HOW IT WORKS



THE PRICE
OF THE NIGHT BEFORE

20 CENTS

JULY 14, 1952



You win two ways with a Studebaker

*New "swept-back" style!
Top gas economy!*

OWN THE car that's paying a double dividend to many alert automobile buyers.

Win two ways with your new-car money. Get out-ahead style and stand-out gasoline savings. Get a jet-streamed 1952 Studebaker.

Studebaker cars finished first and second in actual gas mileage among standard class entries in this year's Mobilgas Economy Run. Overdrive, optional at extra cost, was used.

Shown here is the exciting new Starliner "hard-top". Like all 1952 Studebakers, it offers glare-reducing tinted glass at extra cost.

'52 Studebaker

Illustrated: State Commander V-8 Starliner—also available as a Champion. White sidewall tires, chrome wheel discs—Overdrive or Automatic Drive—optional at extra cost.

© 1952, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

Millions rely on this
famous formula!

Ipana gives 'round-the-clock protection against "Tell-Tale Mouth"

KEEPS BREATH and TEETH CLEANER...REDUCES TOOTH DECAY!



Yes, using Ipana® regularly after eating removes **major causes** of mouth odor—keeps **breath** and **teeth** cleaner all day and evening.

This gives you really wonderful 'round-the-clock protection against "Tell-Tale Mouth."

And it **reduces tooth decay** one of the best ways known.

Ipana contains **all** the ingredients necessary for effective mouth hygiene, including two scientifically formulated **cleansing, purifying** ingredients.

Try it. Check the clean, keen-tasting **freshness** Ipana gives your whole mouth. Get this tooth paste that is **time-tested** and **proved** in use by millions!

**'ROUND-THE-CLOCK PROTECTION
FOR YOUR WHOLE MOUTH!**



NEW! DOUBLE-DUTY Multifine Tooth Brush—Over 1400 fine nylon bristles, plus the *twist* in the handle. 1000 dentists helped design it.

Products of Bristol-Myers

**Fight inflation—
save in every way!**

**LARGE SIZE
Only 47¢**



SHOULD MEN WASH DISHES?

**A few things we have learned
in 115 years of pleasing women**

We don't want you men to think we are going to put ourselves in the middle on this question. We only know that nobody hates washing dishes more than men, women and children.

But *somebody* has to wash the dishes. And on you, probably an apron doesn't look so terrible.

Somebody also has to keep the drawers full of clean shirts and socks. *Somebody* has to keep the finger marks off the woodwork and scrub the dirt off Johnny's knees.

Guess who?

Procter & Gamble has been built on helping your wife whittle down the size of jobs like these. We at P&G try to help her by bringing her new and improved products that save her a minute here and an operation there. (Five new woman-pleasing products in the last five years—14 basic improvements in others.)

But she's always eager for more help and we try to give it to her through our policy of "Progress through constantly trying to please."

If your wife wants moondust, we'll try to make it for her first. If we don't please her, we know our competitors will.



PROCTER & GAMBLE

IVORY SOAP • IVORY FLAKES • IVORY SNOW • DREFT
TIDE • DUZ • OXYDOL • CHEER • JOY • SPIC AND SPAN
LAVA • CAMAY • DRENE • PRELL • SHASTA • LILT • CRISCO

Progress Through Constantly Trying To Please



Any way you look at it

Your telephone is worth far more than it costs.

The cost of a call can be counted in pennies.

The value is often beyond measure.



BELL TELEPHONE SYSTEM

This One



UCXR-3NS-NZ4E

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VACATION TIME IS CHECK-UP TIME!

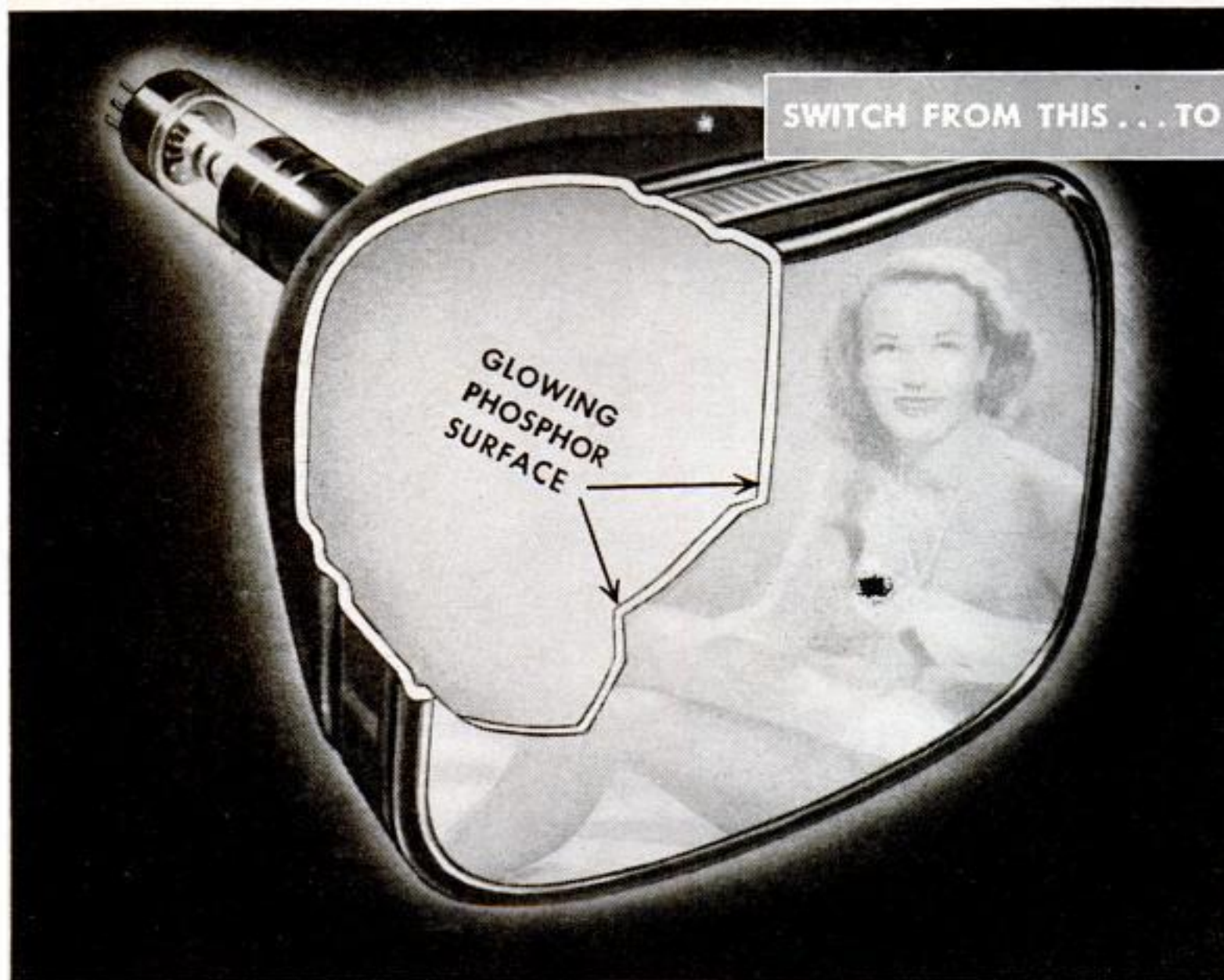


"I guarantee to make your TV Picture
BETTER THAN NEW
with a G-E Aluminized Tube!"



SPECIAL SUMMER PRICES — NO LOSS OF VIEWING

● What finer time to have a G-E Aluminized Tube installed in your TV than when you're away on vacation. You don't miss any of the shows . . . and when you get back your TV picture will actually be *Better Than New*—brighter, clearer, sharper. So call your G-E serviceman now. Take advantage of his low summer service prices. Remember, on your new G-E Aluminized Tube you're backed by a registered Factory Warranty—just like on a new set!



ORDINARY TUBES often give faded, hazy pictures like this. That's because much of the light is released backward inside the tube. This wasted light degrades the picture—robs it of sharpness and detail. Contrast is poor, washed out. Viewing is hard on the eyes.

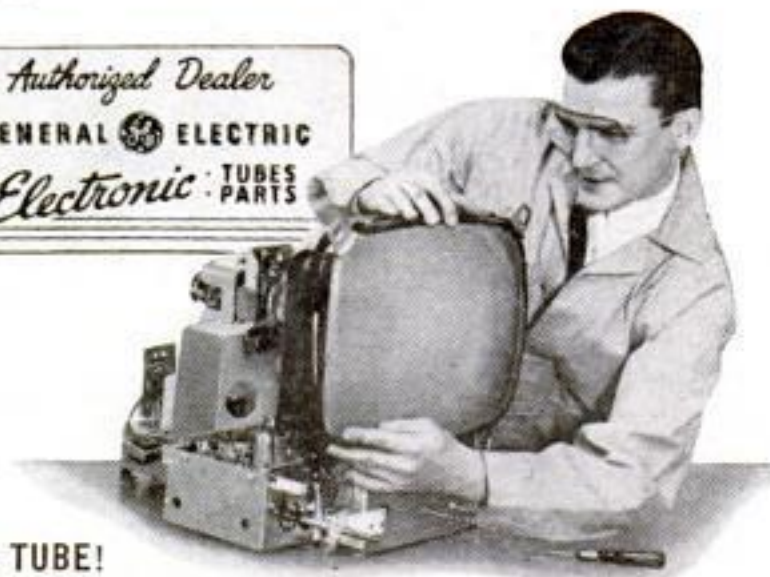


THE G-E ALUMINIZED TUBE has sharp, clear, steady pictures. A reflecting aluminized film behind the phosphor screen mirrors light toward you, increases picture brightness up to 100%. No more dim, dull tones. Viewing is easier on the eyes, far more enjoyable.



CALL YOUR G-E SERVICEMAN NOW!

Tell him when you and the family plan to go away on vacation. Arrange to have him give your television set a complete check-up while you're gone.



ASK FOR A G-E ALUMINIZED TUBE!

Your TV will be *Better Than New* when your serviceman installs that G-E Aluminized Tube. It's economical and backed up by the G-E registered Factory Warranty!

COME HOME TO BETTER TV!

Why let a washed-out picture mar your TV enjoyment and injure your eyes? While you're away your G-E serviceman will make your TV picture *Better Than New* . . . and you won't miss a single hour of pleasant viewing. General Electric Co., Tube Dept., Schenectady 5, N. Y.

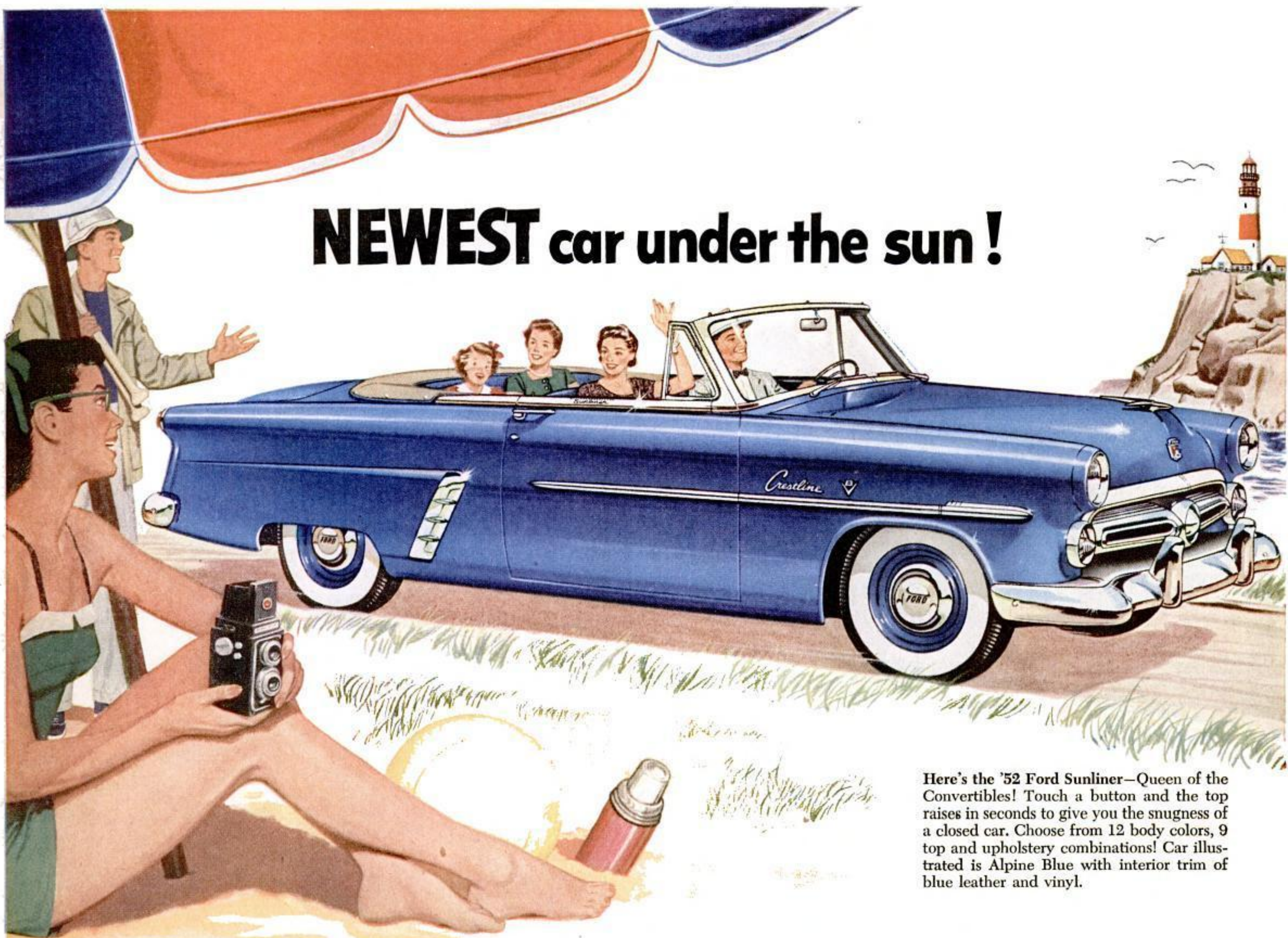


You can put your confidence in—

GENERAL  ELECTRIC

166-1A4

NEWEST car under the sun!



Here's the '52 Ford Sunliner—Queen of the Convertibles! Touch a button and the top raises in seconds to give you the snugness of a closed car. Choose from 12 body colors, 9 top and upholstery combinations! Car illustrated is Alpine Blue with interior trim of blue leather and vinyl.

ABLEST car on the American road!

An eye-corner glance tells you that no car—not even one costing far more—has more perfect line and grace than a '52 Ford.

And then, close up, you find that every detail, right down to the tailoring of the upholstery, reveals the kind of skilled workmanship that only comes from expert hands.

But there's something else, and this you've got to feel: Ford "can do."

It's what happens to hills, back-country roads—yes, to your entire set of ideas about cars—when you handle this eager stepper.

Ford "can do"—it's what comes from the most powerful engine in its field—110 high-compression horsepower—V-8 style! It's the extra dividend of comfort assured by Ford's own Automatic Ride Control . . . the easy, unruffled passage even over the roughest roads, the level rounding of curves.

And it's the freedom from work, for Fordomatic takes over the shifting. You guide a Ford from an uncluttered cockpit as wide as a sofa. And "guide" is the word . . . you're just not aware you're steering.

That's Ford "can do" . . . and for the fun of a heart-warming experience, please "Test Drive" it today! It's the ablest car on the whole, wide American Road!

Fordomatic, white sidewall tires optional at extra cost. Equipment, accessories and trim subject to change without notice.



Here's the '52 Ford Victoria—America's best-dressed "hard top." Your choice of 6 single colors, 8 two-tones. Notice how side windows slide away.

COMPARE FATIMA*

with any other KING-SIZE cigarette



1. FATIMA filters the smoke 85 millimeters for your protection.
2. FATIMA'S length cools the smoke for your protection.
3. FATIMA'S length gives you those extra puffs — 21% longer.

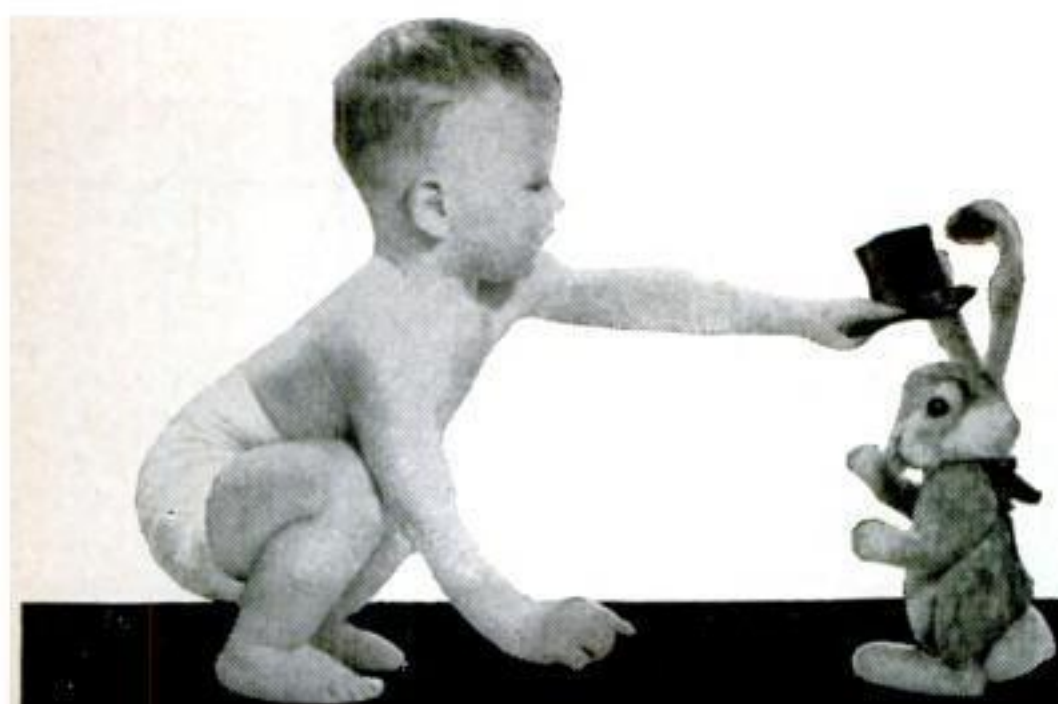
AND you get an *extra-mild* and soothing smoke...*plus* the added protection of

FATIMA
QUALITY

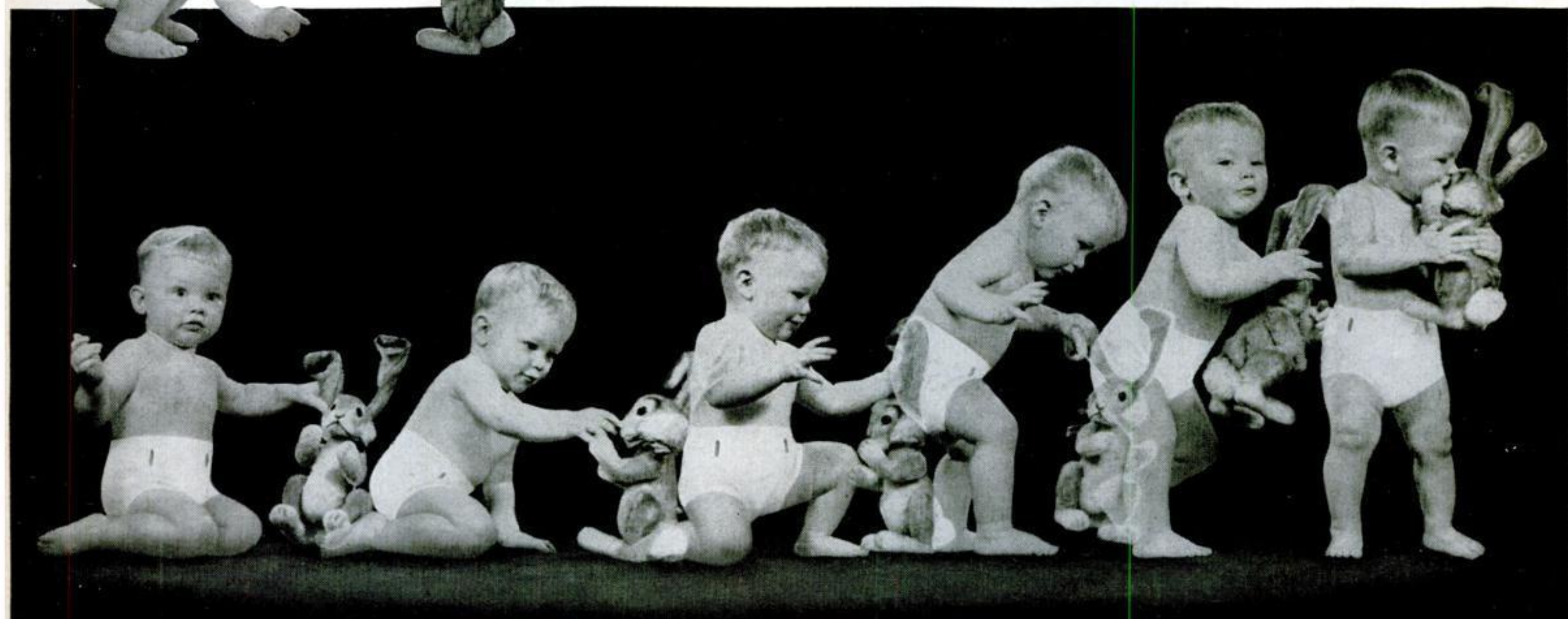


Best of All KING-SIZE Cigarettes

Copyright 1952, LIGGETT & MYERS TOBACCO CO.



Baby... it's a soft life.



So comfortable and protected, so neat and sweet in

Playtex® Panties

—the waterproof panties that always keep your baby "socially acceptable"*

These hot summer days, let your little one enjoy the breeze-cool comfort of PLAYTEX Panties! Made of softest, smoothest latex they never cut circulation...never bind or irritate! Ventilated for extra cool comfort, PLAYTEX Panties stretch all over for all-over comfort. Accurately sized by baby's weight, they keep their perfect fit...and such wear! They slip on and off in a jiffy, rinse fresh, pat dry with a towel... and never get stiff or scratchy. PLAYTEX always keeps your baby "socially acceptable." Get several pairs today.

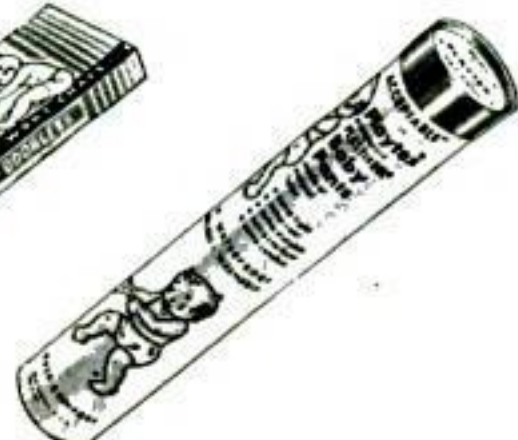
Featured at your favorite Department Store and wherever Baby Needs are sold.

Feel How Gently They Fit



Make this simple fit test. Slip a pair of Playtex Panties over your arm, through a leg opening. Feel for yourself why Playtex Baby Panties never bind...never cut circulation...and are stretchier than any other baby pants.

More babies wear Playtex than any other baby pants!

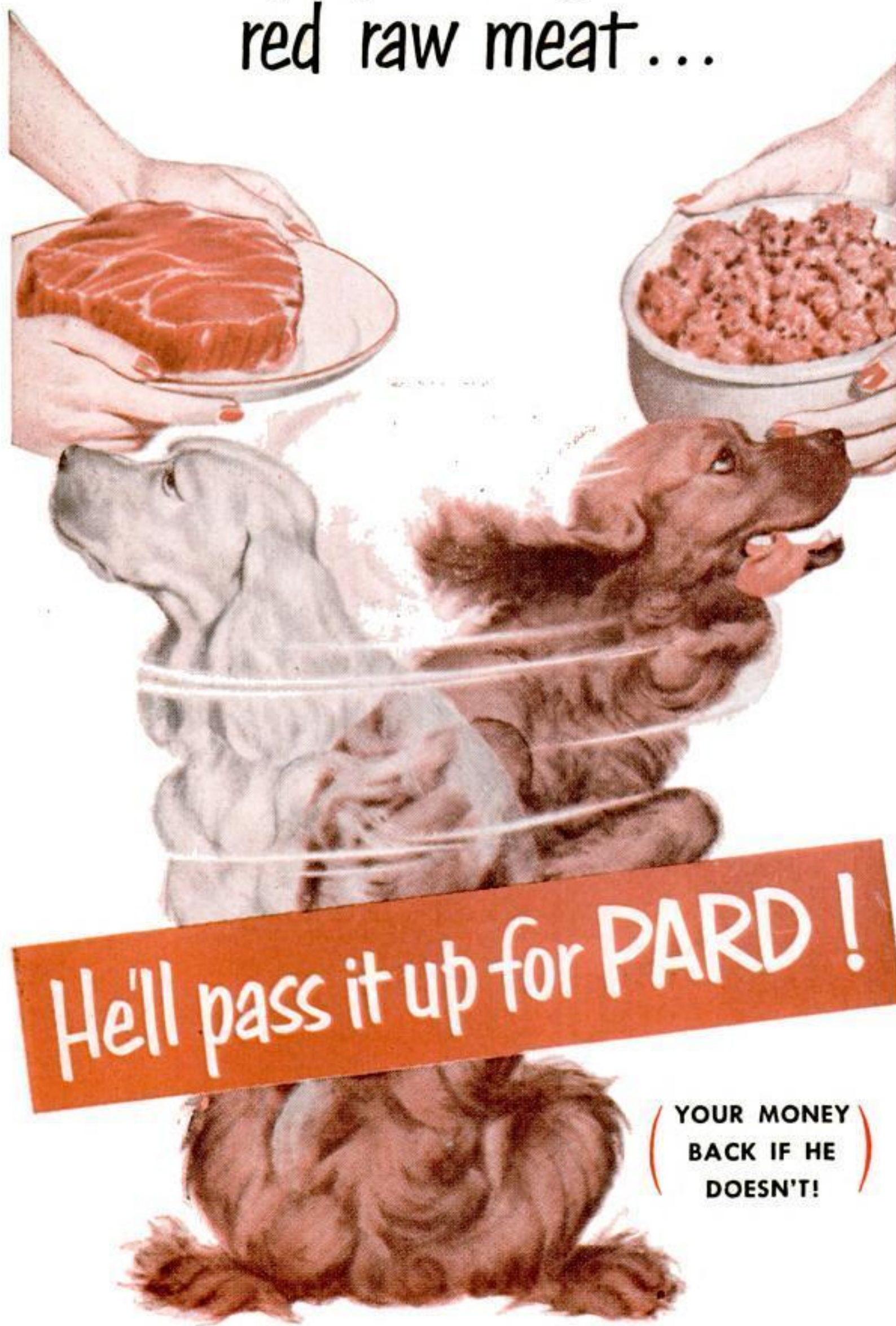


PLAYTEX PULL-ON BABY PANTS 79¢
PLAYTEX TRANSPARENT BABY PANTS 89¢
PLAYTEX SNAP-ON BABY PANTS \$1.19
Prices slightly higher in Canada

International Latex Corp., PLAYTEX PARK, Dover Del. • Playtex Ltd., Montreal, Canada

®TRADE MARK

Tempt your dog with red raw meat...



(YOUR MONEY
BACK IF HE
DOESN'T!)

Better for him too—than meat alone!

What food would you guess your dog likes most? Forget the expense, and think of the *best*. A piece of lean, red meat? Well, guess again!

We'll bet you rich, meaty-red PARD is the food he'll go for first. And your money back if he doesn't!

Yes, he'll like PARD better—and it's more nutritious too. For even though meat is a dog's natural food, just meat alone is not enough. That's why Swift makes PARD so that it gives your dog all the good meat protein he loves, plus all the vitamins and minerals he *needs*.

Buy PARD today. See if your dog doesn't go for it at once—and love every meaty morsel of it from now on!



CHLOROPHYLL* added to combat doggy breath and body odors!

*Chlorophyllins—a derivative of chlorophyll

LETTERS TO THE EDITORS

MICKEY SPILLANE

Sirs:

It was with a feeling of awe that I discovered that our Mickey Spillane ("Death's Fair-Haired Boy," *LIFE*, June 23) regards himself as being able to develop a plot. One of his more lovable qualities is that he is nothing but a lot of noise. I fell upon his first two books with cries of delight. There at last was genuine satire. (Why else would a man write a line like "She stood in the doorway her breasts heaving alternately"? I was *sure* it was meant to be funny and chortled my way through *My Gun Is Quick* and *I, The Jury*. It was only after I had read some of his later ones that I realized the man was actually serious. Such a shame. A real comic, I think—a lousy mystery writer.

NANCY UNDERWOOD

New Lexington, Ohio

Sirs:

The article on my idol, Mickey Spillane, was terrific.

Please settle a hot dispute. Is this wonderful gent's name pronounced "lean" as in meat or "lane" as in lovers'?

MAISIE ARRINGTON

Russellville, Ark.

● As in lovers'.—ED.

Sirs:

As an interesting P.S. to the piece, I thought you might like to know that "The Girl with the Green Skin," the story Mickey so vividly describes, was subsequently written and sent to me, as an agent, for handling.

I sold it within an hour after its arrival to a new magazine called *Fantastic*.

SCOTT MEREDITH

New York, N.Y.

Sirs:

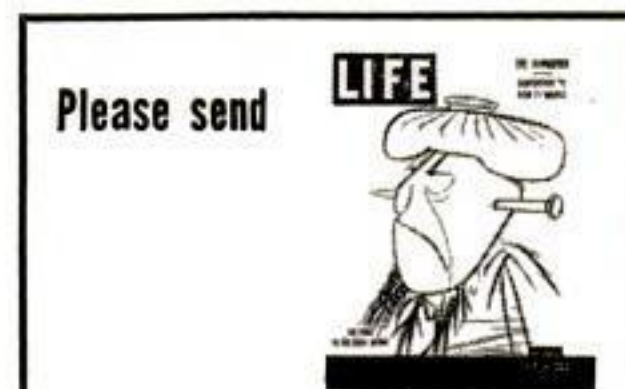
I appreciated seeing the fine article on Mickey Spillane, the detective-story writer. As one of Jehovah's Witnesses myself, I am a great reader of fiction too.

... As for Spillane's moderate beer drinking, here again he does this in accord with the Scripture at I Timothy 5:23.

MAYNARD M. SHUCK

Baldwin Park, Calif.

● The Scripture: "Drink no longer water, but use a little wine for thy stomach's sake and thine often infirmities."—ED.



to _____ name
_____ address
city _____ zone _____ state _____

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Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3428

CAREER GUIDE

Sirs:

The omission of accounting from the "Career Guide for Future College Students" (*LIFE*, June 23) is surprising. . . .

Experienced C.P.A.s rank close to the top of all professions in average earnings. College students planning a career should certainly consider accounting as one of the most attractive possibilities.

GEORGE E. PERRIN

American Institute of Accountants
New York, N.Y.

FISHING PIG

Sirs:

It was unnecessary to go to Puerto Rico to find a "Fishing Pig" (*LIFE*, June 23), as there is one at Cedar Point, Ala. I took this picture of it.

E. J. PEDNEAU

Mobile, Ala.



● Cedar Point seems to be a center of fish-eating hogs. Several local pigs, including the 350-pound boar Mr. Pedneau saw, thrive on a menu of shrimp hulls and catfish.—ED.

LINCOLN LAND

Sirs:

The *LIFE*-escorted journey through "Lincoln Land" (*LIFE*, June 23) was superbly done and very interesting.

One "monument" to Abraham Lincoln was unfortunately overlooked. That monument is an Illinois city which significantly first expressed a faith in his immortal greatness by taking his name *before* he was known to the world. Lincoln, Ill., at almost the exact center of the state, in its early days, as the village of Postville, was one of the stops Lincoln made while "ridin' circuit." When the town fathers came to laying out a new town and naming it, the fated young lawyer they knew so well, lately turned politician, seemed to offer the answer in his promising ways and nature.

So, in 1853, friendly Abe gathered with townspeople at the edge of the new town, and—as the reasonably well-known story goes—squeezed the juice from the heart of a watermelon to christen it.

HAROLD E. TROMMER

Chicago, Ill.

NEAR EAST CRISIS

Sirs:

Being an Arab visitor to this country myself, I'd like to thank you for such an excellent editorial, "Silent Crisis in the Near East" (*LIFE*, June 23).

... I believe that if the U.S. ordered Israel to let the Arab refugees go back to their own homes that they had for years and years before the Jews took over, the Arabs would certainly feel American democracy working. But if the U.S. continues to neglect these dying Arab refugees, the

CONTINUED ON PAGE 10

Get active chlorophyll^{*} in your toothpaste

VISIBLE PROOF!

Chlorodent tints your brush with the deep, rich green of chlorophyll itself. This is your proof that you are getting the benefits of active chlorophyll—up to 5 times more! No other toothpaste gives you this dramatic proof.

Chlorodent
brings you up to
5 times more active
chlorophyll!

IT'S NATURE'S GREEN!
Chlorodent
CHLOROPHYLL TOOTHPASTE

LARGE SIZE 43¢
GIANT SIZE 69¢

GIVES YOU A

Clean Fresh Mouth All Day Long!

A chlorophyll toothpaste can do wonders for you—if it contains enough active chlorophyll. Chlorodent gives you up to 5 times more active chlorophyll than other chlorophyll toothpastes!

The proof is in the “chlorophyll-green” on your toothbrush. And the Chlorodent formula is exclusive. No other dentifrice maker can use it because it's patented (Pat. #2216816).

So, for a clean, fresh mouth all day, be sure to get Chlorodent. Chlorodent banishes mouth odors, fights tooth decay, combats common gum troubles, keeps teeth cleanest!

No other toothpaste—white, ammoniated or chlorophyll—can give you all the benefits you get from Chlorodent! Insist on *Chlorodent*! Buy a tube today.

*water-soluble chlorophyllins

UNCONDITIONAL GUARANTEE

We think you'll find Chlorodent the finest toothpaste you ever used. If you don't agree, return unused portion to Lever Brothers Company, New York. We'll refund purchase price plus postage!

NOW COMBAT ALL 4 MOUTH WORRIES WITH ONE DENTIFRICE!

New freedom from MOUTH ODORS!



In hundreds of tests on people with bad breath, Chlorodent stopped mouth odor for hours . . . far longer than ordinary white toothpaste. By using Chlorodent regularly—preferably after meals—you can be free of mouth odor all day!

Half of all tooth losses caused by GUM TROUBLES!

An estimated 50% of all tooth loss can be traced to conditions which start

20 MILLION SOLD IN 6 MONTHS



“Even after a cigar and several pipes, it's amazing how Chlorodent gets rid of stale tobacco taste for hours.”
JOSEPH R. TUCKER
Littleton, N. H.

with sore, bleeding gums. Chlorodent promotes growth of firm, healthy-pink tissue. If you have tender gums, you will want to see your dentist and use Chlorodent for its fast relief of this condition.



Now—strike at the very causes of TOOTH DECAY!

Chlorodent removes mouth acids that “eat” into tooth enamel . . . and the bacteria which cause them. Keeps teeth so clean that bacteria



MADE BY THE MAKERS OF PEPSODENT

find it difficult to multiply. No other toothpaste offers better protection!

Most effective in cleaning DULL, DINGY TEETH!

Leading dental scientists tested major dentifrices—chlorophyll, ammoniated and regular. They photographed the teeth of patients after each dentifrice was used for weeks. The Chlorodent polishing agent was found to be the most effective tooth cleanser. Chlorodent's formula is patented . . . can be used by no other dentifrice maker.



Chlorodent

WORLD'S LARGEST-SELLING CHLOROPHYLL TOOTHPASTE

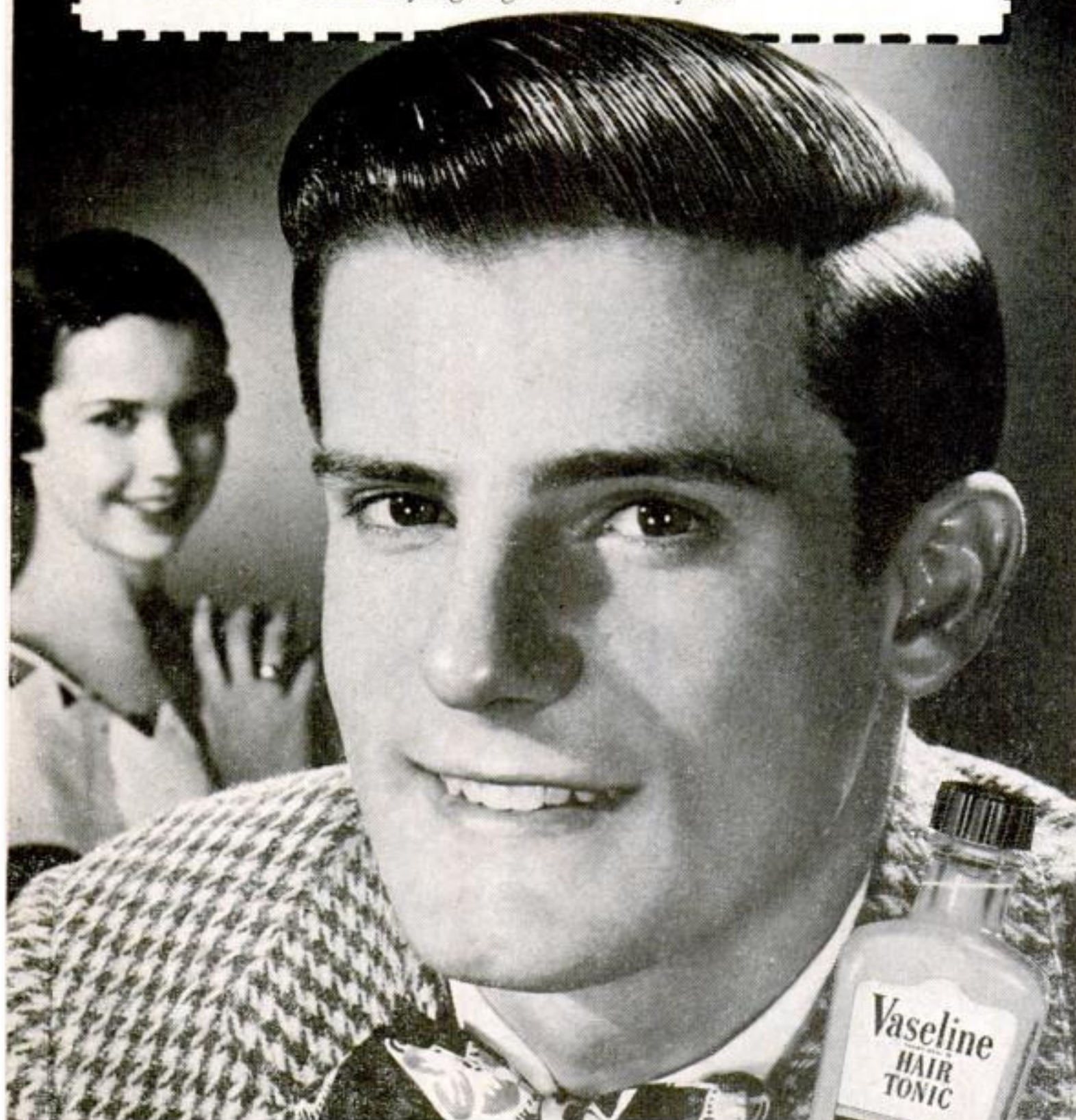
oh-oh! **DRY SCALP!**



WHY DOES A REALLY GOOD-LOOKING MAN LET DRY SCALP RUIN HIS HAIR? I THOUGHT EVERYBODY KNEW ABOUT 'VASELINE' HAIR TONIC!

IT PAYS BILL!

Bill's a new man now . . . thanks to 'Vaseline' Hair Tonic. A few drops a day keep Dry Scalp away . . . keep hair looking neat and "just-right"! You check loose dandruff . . . relieve itchy scalp when you use 'Vaseline' Hair Tonic. It supplements natural scalp oils . . . gives double care to scalp and hair. Contains no alcohol or other drying ingredients. Try it!



Hair looks better...
Scalp feels better...
when you check DRY SCALP with
Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

CONTINUED

"mother" would be just as untrusted, if not hated, as the "daughter."

MAHMOOD HAMAND

Austin, Texas

Sirs:

The government of Israel is a democracy; according to Colonel William A. Eddy, no Arab government is a democracy. If we are fighting for a democratic way of life rather than for oil profits, isn't it just and logical to back democratic governments rather than oligarchies and absolute monarchies?

ALLAN J. SOBIN

New York, N.Y.

IRON CURTAIN SPEECH

Sirs:

LIFE (Letters to the Editors, June 23) repeats the frequently heard yet erroneous statement that British Prime Minister Winston S. Churchill "first used the famous phrase 'iron curtain' in his address at Westminster College, Fulton, Mo. on March 5, 1946."

Mr. Churchill used the phrase for the first time in a speech in the House of Commons on Aug. 16, 1945, his first important address there after leaving the Prime Ministry.

Expressing concern about the expulsion of Germans from Poland and the Sudetens from Czechoslovakia he said, "Guarded accounts of what has happened, what is happening had filtered through, but it is not impossible that tragedy on a prodigious scale is imposing itself behind the iron curtain which at present divides Europe in twain."

He used the phrase again at Fulton and it was after this speech that it achieved wide currency.

HANS FROHLICH

New York, N.Y.

1912 OVERTURE

Sirs:

If my eyes do not deceive me the lady on the far right in the large picture on page 23 ("The 1912 Overture to 1952," LIFE, June 23) is Mrs. Gilford Mayes, not Mrs. Charles Howard.

BERNE JENSEN

Idaho Falls, Idaho

● It is Mrs. Mayes, of Kellogg, Idaho, assistant chairman of the Republican National Committee.—ED.

JOYOUS PARISH

Sirs:

I read with mixed feelings of the return of the jeweled crowns of the Regina Pacis Shrine ("Joyous Parish Gets Jewels Back," LIFE, June 23) and of their great value.

Week in and week out I receive many letters from various Catholic service groups, begging for help in feeding, clothing and educating the poverty-stricken in all parts of the world. Yet thousands of dollars of potential help has been frozen into two ornaments of beauty to the eye, but so vulnerable to thieves!

The "Queen of Peace" received a crown far more exquisite than any man can offer when God chose her to be the Mother of Christ. The best man can offer is service.

EDWARD L. HOBART

Middletown, Ohio



"I'm a Danish student learning about America the Greyhound way"

—writes Grethe Holm, of Denmark

"As a Danish exchange student on my way to college in America, I traveled by Greyhound bus from Montreal to New York and then on to Kirksville, Missouri.

"Seeing all the sights and meeting so many friendly people on my trip through this wonderful new country was a big thrill for me.

"I started learning about America the easy and economical way — on a trip by Greyhound!"

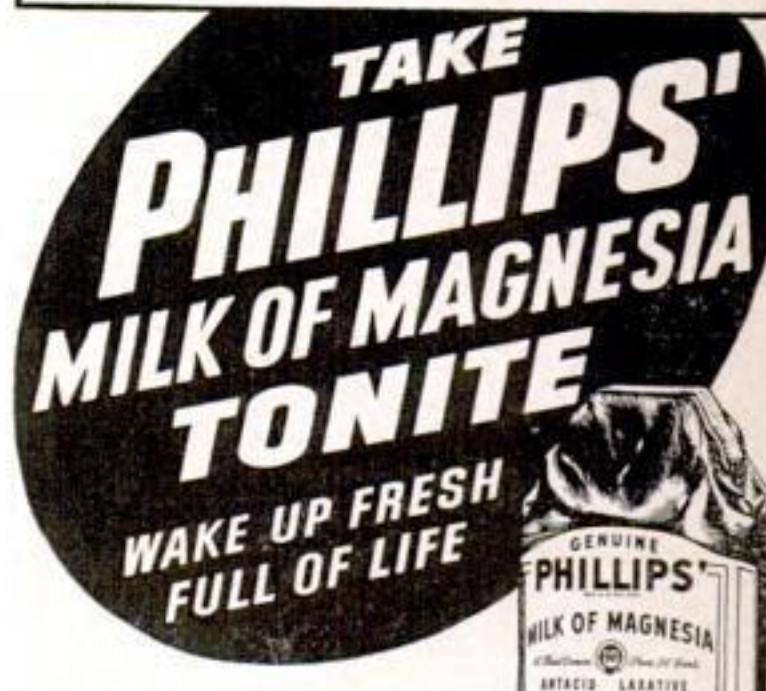
GREYHOUND

Free full-color booklet
"Beauty Spots of
America"

Write Dept. L-7, Box
821, Chicago 90, Ill.



GENTLE LAXATIVE ANTACID



Callouses

Pain, Burning, Tenderness

SUPER-FAST RELIEF!

Puts You Right Back On Your Feet!

You'll enjoy super-fast relief from your painful callouses, tenderness or burning on the bottom of your feet when you use Super-Soft Dr. Scholl's Zino-pads. They're wonderfully soothing, cushioning, protective and remove callouses one of the fastest ways known to medical science. Try them!



Dr. Scholl's Zino-pads



Best News for the
busy mother since
paper towels!

**Dixie
Cups**

... NOW IN HANDY HOME DISPENSER



**NO GLASSES
TO WASH**
No Cluttered Sinks
More Free Time
for Mother
Saves Valuable
Glassware



**CHILDREN
LOVE 'EM**
They're Fun to Use
Drinks for Junior's Gang
Portion Size Prevents Waste



**WON'T SPREAD
GERMS**
Replaces Messy
Bathroom Glass
Each has his own
clean Dixie
Safe in the Sickroom



SO HANDY
Quick Lunches
Parties, Bedtime Snacks
Between-meal
Drinks and Juices



NOW...YOU CAN GET DIXIE CUPS
IN BIG, ECONOMY SIZE BOXES!
"DIXIES DO SO MUCH... COST SO LITTLE"



**Handy
Home
Dispenser**

ATTRACTIVE!
INEXPENSIVE!
EASILY MOUNTED!

Sensationally low-priced at your favorite
Super-Market, Grocery, Variety, Drug,
Hardware or Department Store.

If it doesn't bear the name **Dixie**...it isn't a genuine Dixie Cup®

DIXIE CUP COMPANY, EASTON, PA.

SPEAKING OF PICTURES

This is how you get the TV views of the 1952

Outlined below is TV's most ambitious single project to date: coverage of the Chicago conventions on so colossal a scale that no public gesture can escape the prying eyes of the cameras perched in balconies and hotel corridors—although many a momentous behind-the-scenes meeting takes place out of TV's sight. There will

be 800 operatives to keep the eyes from blinking, using the greatest concentration of TV equipment ever seen.

The lines on the diagram show how control boards of the NBC, CBS, ABC and independent stations receive images from different sources. Editors at their studios choose from simultane-



TWO-LEGGED EYE, NBC's "walkie-lookie" is a battery-operated camera which transmits to studios.



FOUR-WHEELED EYE (in background) scoots about the streets for CBS looking for emergencies.



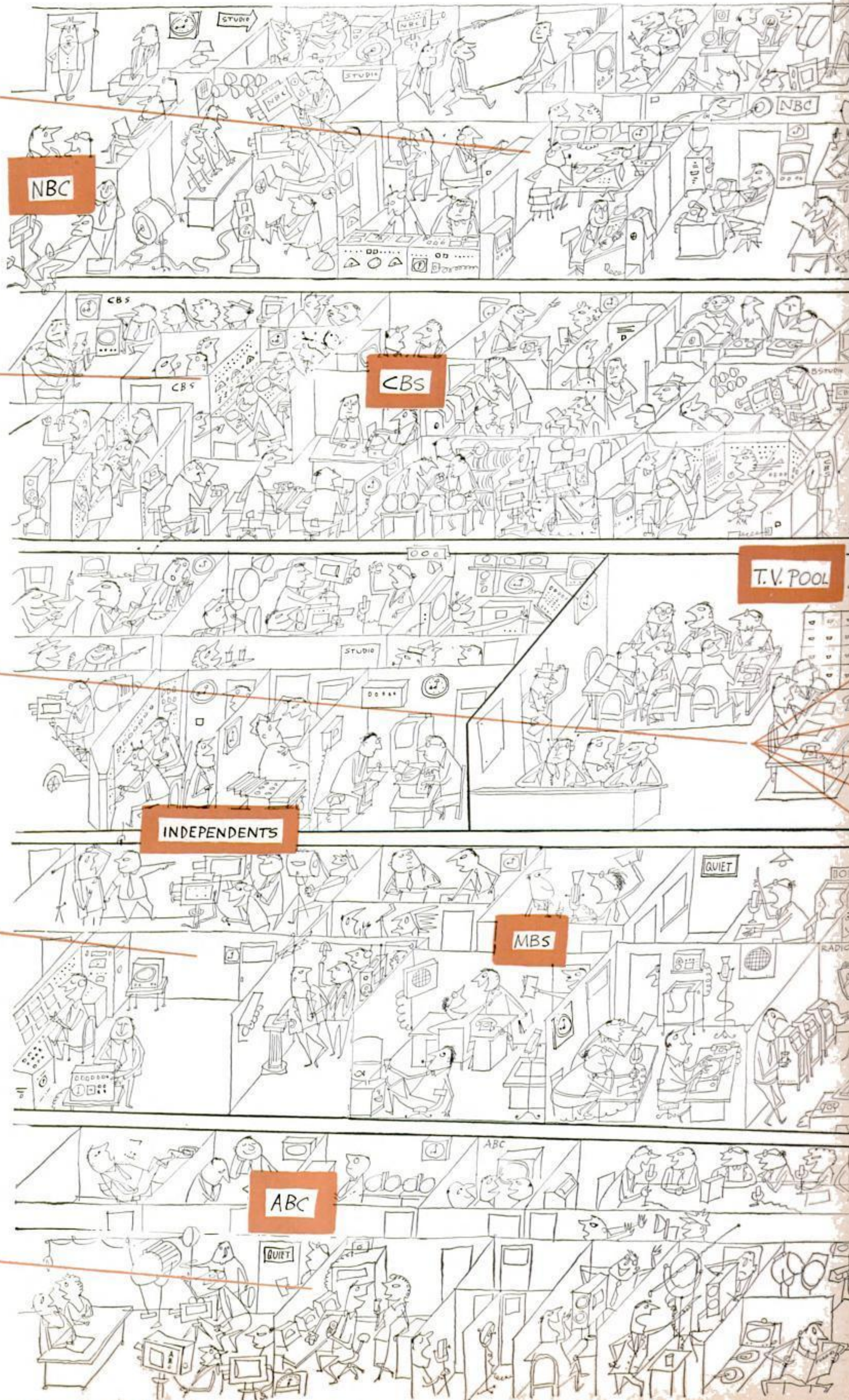
OUTSIDE EYE run by pool of networks is parked at entrance to catch momentous arrivals, departures.



INSIDE EYE is stationed in the hotel corridors to catch delegates engaged in backstage maneuvers.



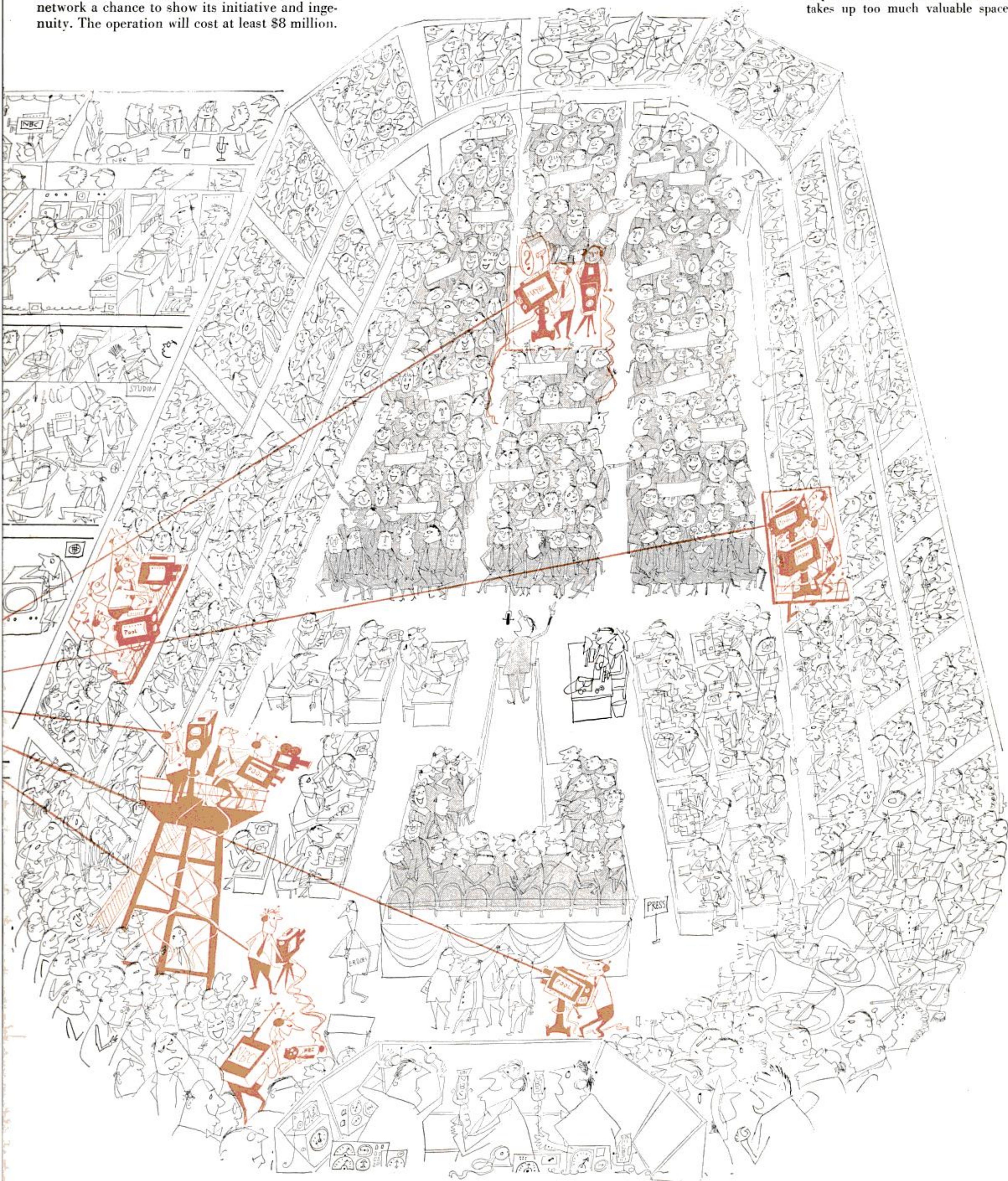
WANDERING EYE of ABC's mobile units is able to cover parades, other events in the Chicago streets.



Chicago conventions

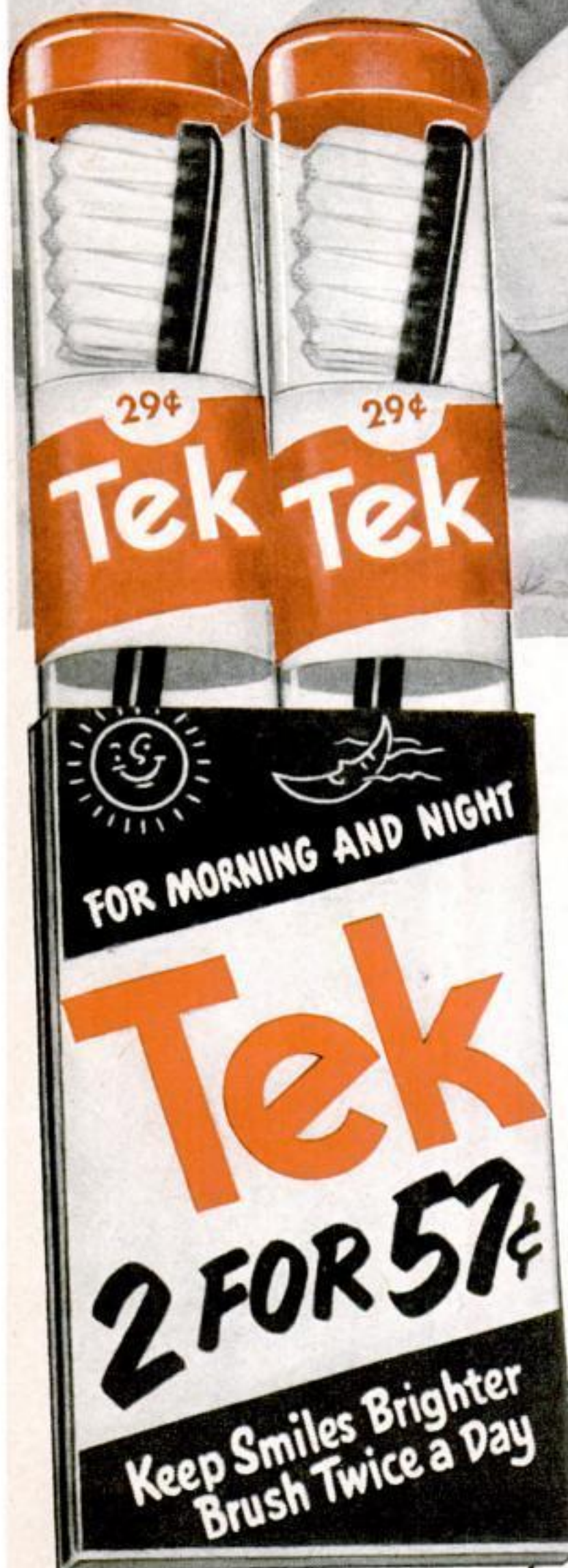
ous images coming from the convention floor, where eight cameras are run jointly by a network pool, from studios in the hall and in the Hilton Hotel and from the outer world via special mobile units (*below, left*), which give each network a chance to show its initiative and ingenuity. The operation will cost at least \$8 million.

DIAGRAM shows how fixed and mobile cameras will be connected to TV control boards. Camera marked with question mark is only one giving a full-on view of speakers on platform (*foreground*), has been excluded from Republican convention because it takes up too much valuable space.



Tek

twins
for your
vacation



AMERICA'S FINEST
TOOTH BRUSH VALUE
Tek Hughes, Watervliet, N. Y.



Double protection
for your smile!

Brush with Tek at least twice a day, after each meal, if possible.

It's so much easier when you have two Tek brushes (one is always fresh and springy).

Scientifically designed, Tek cleans every curve and crevice where decay starts (the very places ordinary brushes so often fail to reach).

Get the Tek Twins today. Each brush in plastic travel case. Your choice of hard, medium or soft bristles.

Tek cleans

where bulky
brushes miss



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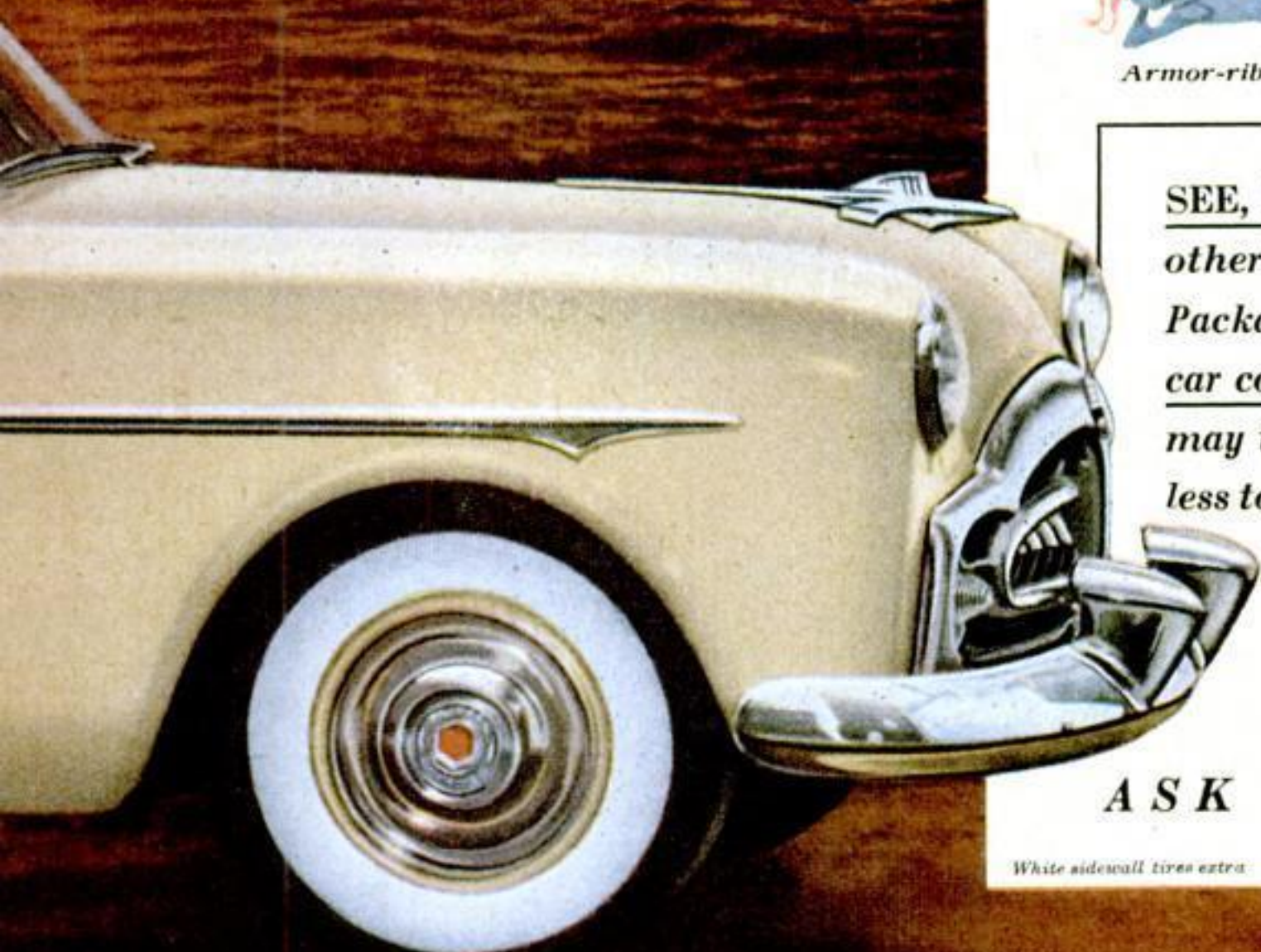
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CONTENTS

THE WEEK'S EVENTS

| | |
|---|----|
| PADUCAH CHANGES ITS WAY OF LIFE..... | 21 |
| G.O.P. CONVENTION HAS BITTER BEGINNING..... | 26 |
| DEMOCRATS PREPARE FOR THEIR SHOW..... | 28 |
| MOSLEMS HAVE FEAST IN ALIEN LAND..... | 32 |
| TRUCE TEAM CASTS IRONIC LIGHT ON A DANGEROUS MISSION..... | 39 |
| LIFE ON THE NEWSFRONTS OF THE WORLD..... | 41 |
| RUGGED RUG IS PUT ON THE ROAD..... | 45 |

EDITORIAL

| | |
|--------------------------|----|
| MORALS AND POLITICS..... | 34 |
|--------------------------|----|

PHOTOGRAPHIC ESSAYS

| | |
|--|----|
| THE GOLDEN TROUT..... | 49 |
| PHOTOGRAPHED FOR LIFE BY EDWARD CLARK..... | |
| PRIEST TO THE CAMPESINOS..... | 97 |
| PHOTOGRAPHED FOR LIFE BY WAYNE MILLER..... | |

ARTICLE

| | |
|--|-----|
| THE HANGOVER: A SCIENTIFIC ANALYSIS, by LINCOLN BARNETT and HENRY C. CLARK..... | 106 |
|--|-----|

MEDICINE

| | |
|---------------------------------------|----|
| WOUNDED SOLDIER GETS A NEW THUMB..... | 57 |
|---------------------------------------|----|

MODERN LIVING

| | |
|-------------------|----|
| PAMPER HOUSE..... | 61 |
|-------------------|----|

EDUCATION

| | |
|---|-----|
| THEY ALL TRIED TO BUILD A BETTER RATTRAP..... | 69 |
| A POSE OF '02 IS RESUMED..... | 127 |

SPORTS

| | |
|------------------------------|----|
| TO BERMUDA THE HARD WAY..... | 74 |
|------------------------------|----|

NIGHTCLUBS

| | |
|-----------------------------|----|
| FOR THE ORCHESTRA ONLY..... | 81 |
|-----------------------------|----|

ART

| | |
|------------------------------------|----|
| BARGAINS IN COLOR LITHOGRAPHS..... | 84 |
|------------------------------------|----|

ANIMALS

| | |
|--------------------------|----|
| PET LENDING LIBRARY..... | 89 |
|--------------------------|----|

OTHER DEPARTMENTS

| | |
|---|-----|
| LETTERS TO THE EDITORS..... | 8 |
| SPEAKING OF PICTURES: THIS IS HOW YOU GET YOUR TV VIEWS OF THE 1952 CHICAGO CONVENTIONS..... | 12 |
| LIFE GOES TO A FUMBLE PARTY..... | 128 |
| MISCELLANY: SLEEPER'S SCENE IN CENTRAL PARK..... | 130 |

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LIFE'S COVER

The hangover victim on LIFE's cover this week was drawn by Robert C. Osborn, cartoonist and illustrator who is preparing a book of drawings and comment to be called *Drink—Its Joys and Sorrows*. The cover drawing shows what it feels like to have a hangover headache, one of the five classic symptoms of this malady. Medical science's latest findings on the hangover, which until recently was thought to be a subject fit only for wry laughter, are discussed in an article beginning on p. 106, written by Lincoln Barnett (author of *The Universe and Dr. Einstein*) and Henry C. Clark.

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32, 33—HANNES BETZLER FROM MAGNUM
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41—AL WILSON FOR DAYTON JOURNAL HERALD—ROBERT W. KELLEY—R. PARI FOR FIGARO
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61 THROUGH 64—NINA LEEN
65 THROUGH 72—WALLACE KIRKLAND
74—LOWRY AERIAL SURVEYS
75 THROUGH 77—PETER STACKPOLE
78—MORRIS ROSENFELD
81, 82—PHILIPPE HALSMAN
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89 THROUGH 92—CARL MYDANS
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the sidelines to marvel over my lines...
so smart, so secure, so chic in my

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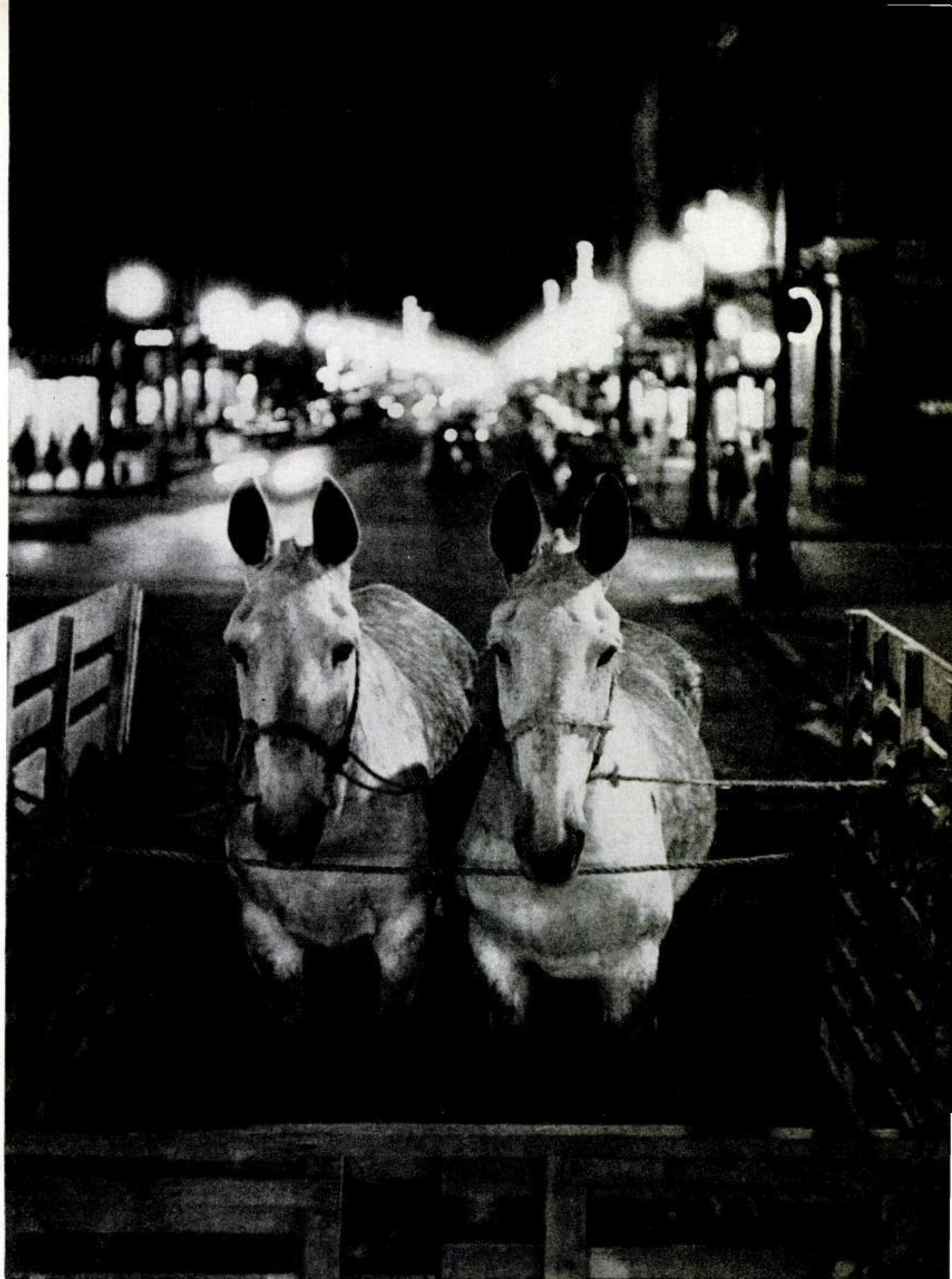


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PADUCAH CHANGES ITS WAY OF LIFE



PADUCAH FARM MULES, REPLACED BY MACHINERY, RIDE OFF TO DEALER AND DOG FOOD PLANTS



CROSSROAD SIGNS point way to nearby plants. Three are now being built and one, Penn Salt, is now expanding.

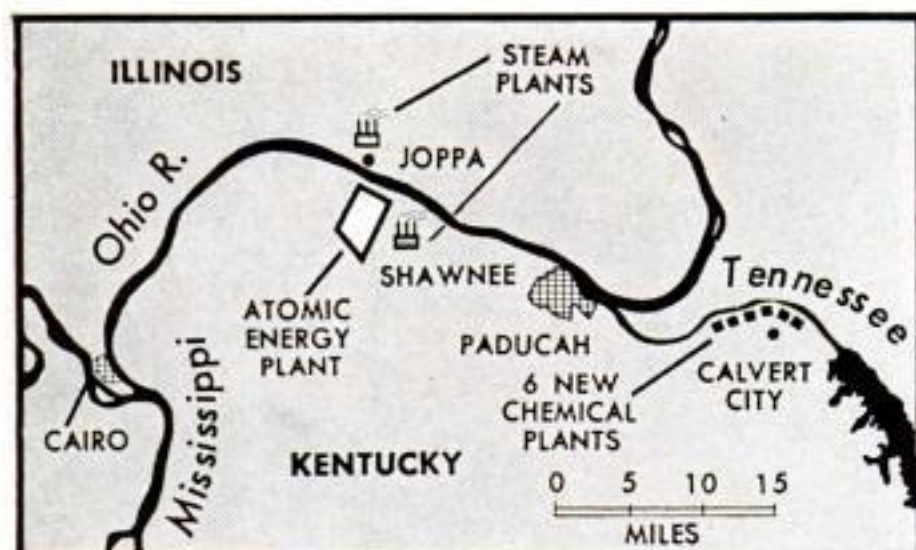
ATOM PLANT JOLTS THE LETHARGY OUT OF A KENTUCKY TOWN

Down in west Kentucky where people are noted for courtesy and rivers for big blue catfish, things have been pretty peaceful for a quarter century—especially in Paducah. A sleepy city, noted largely as Irvin Cobb's home, it dozed through the years while its farmers followed their mules and its young men wandered north to find fortune. But now Paducah is sending its mules north to serve as dog food, while newly prosperous farmers ride tractors, and the young men are flooding in so fast that the population, 32,000 in 1950, has nearly doubled. Rudely shaken from its doze, Paducah is now exhausted from lack of sleep.

The thing that has most changed Paducah's way of life is the U.S. decision to put a huge \$500 million atomic energy center at the Ohio River, just 20 miles to the west.

Some 22,000 workers are putting up the plant, which will be finished in 1953. Meanwhile, to the east, attracted by the power of TVA's Kentucky dam on the Tennessee River, four big private chemical corporations are putting up new plants. This influx has prompted TVA to increase its power capacity and now, to the north of Paducah, it is setting up new electrical generators that will use more coal than Rhode Island. And across the river in Illinois, a private utility company is putting up a generating plant that is just as big.

Now, when catfish are biting, it is usually a steel-hatted construction worker who holds onto the line. The Paducahans themselves, caught up in the boom, are too busy for much fishing. Last year one of them made \$10,000 just selling minnows for bait.



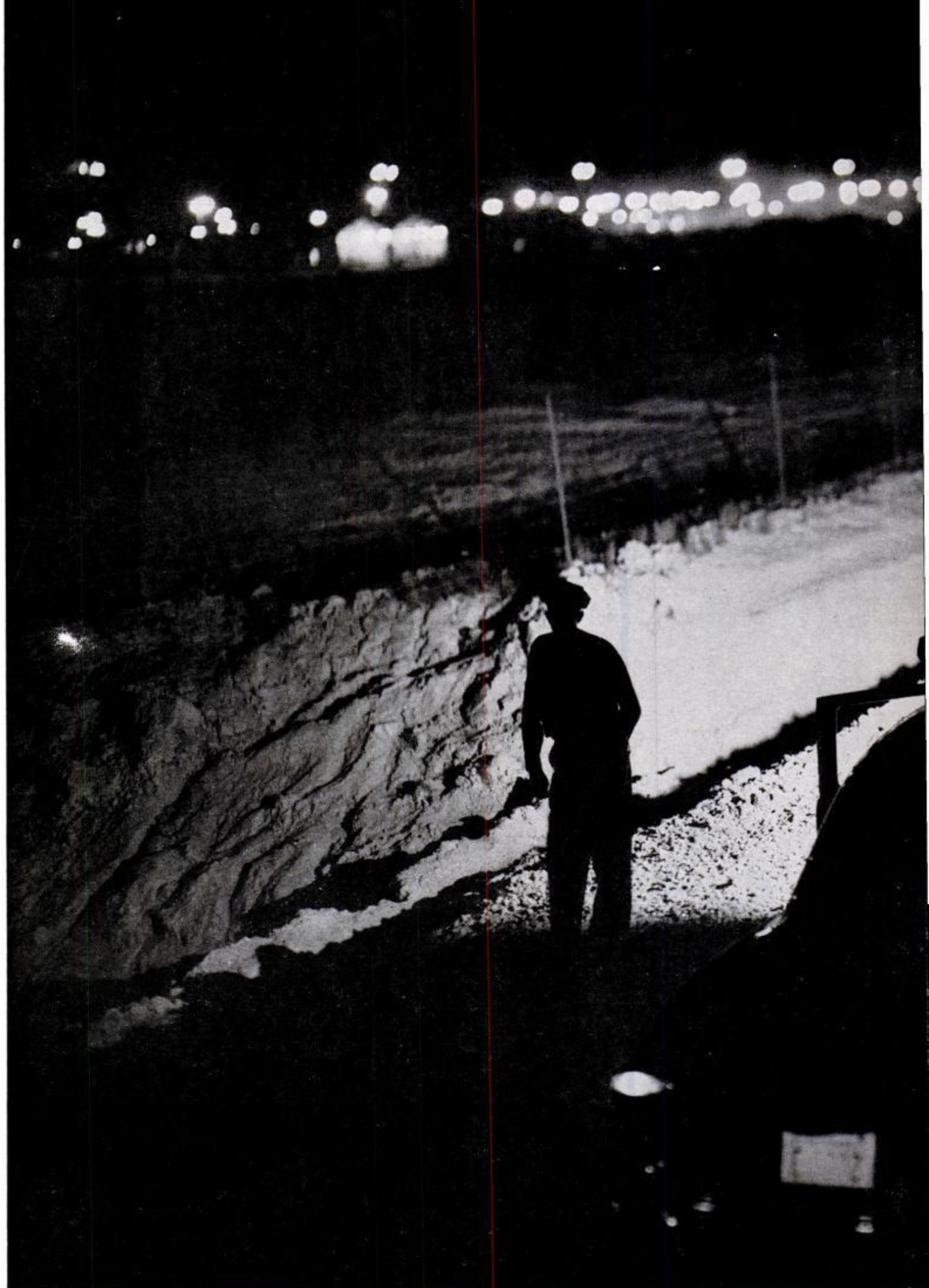
PADUCAH AREA will have six chemical plants, the AEC plant and two steam generating plants. At extreme right is lake made by TVA's Kentucky dam.

NOT ENOUGH HOUSES AND TOO MANY CARS

When present projects are completed, the Paducah area will hold one of the biggest U.S. concentrations of electrical power, so the citizens do not feel their boom is temporary. Already they are used to new roads through the meadows and the lights and cars at night. They take it calmly on hearing that land once worth \$20 an acre now sells for \$2,000 and think it reasonable to see signs selling "business frontage" in fields where cows still graze.

From the start their worst problem was housing. The first available rooms were soon rented. Then the trailers came in, some small, some boasting TV aerials, until 10,000 of them surrounded the town. New houses started up quickly: 2,500 new units are already built or planned.

This spring, what seemed like another problem confronted Paducah. Most farmers left the land for construction jobs and the county lost 70% of its strawberry crop. But in the end, they figure, the boom will increase farm yields, for the farmers will improve their land with their new cash. The most unhappy note of all was sounded by the local airport, which put up a sign: "We apologize for our limited air passenger facilities. We had no way of anticipating the sudden traffic increase...."



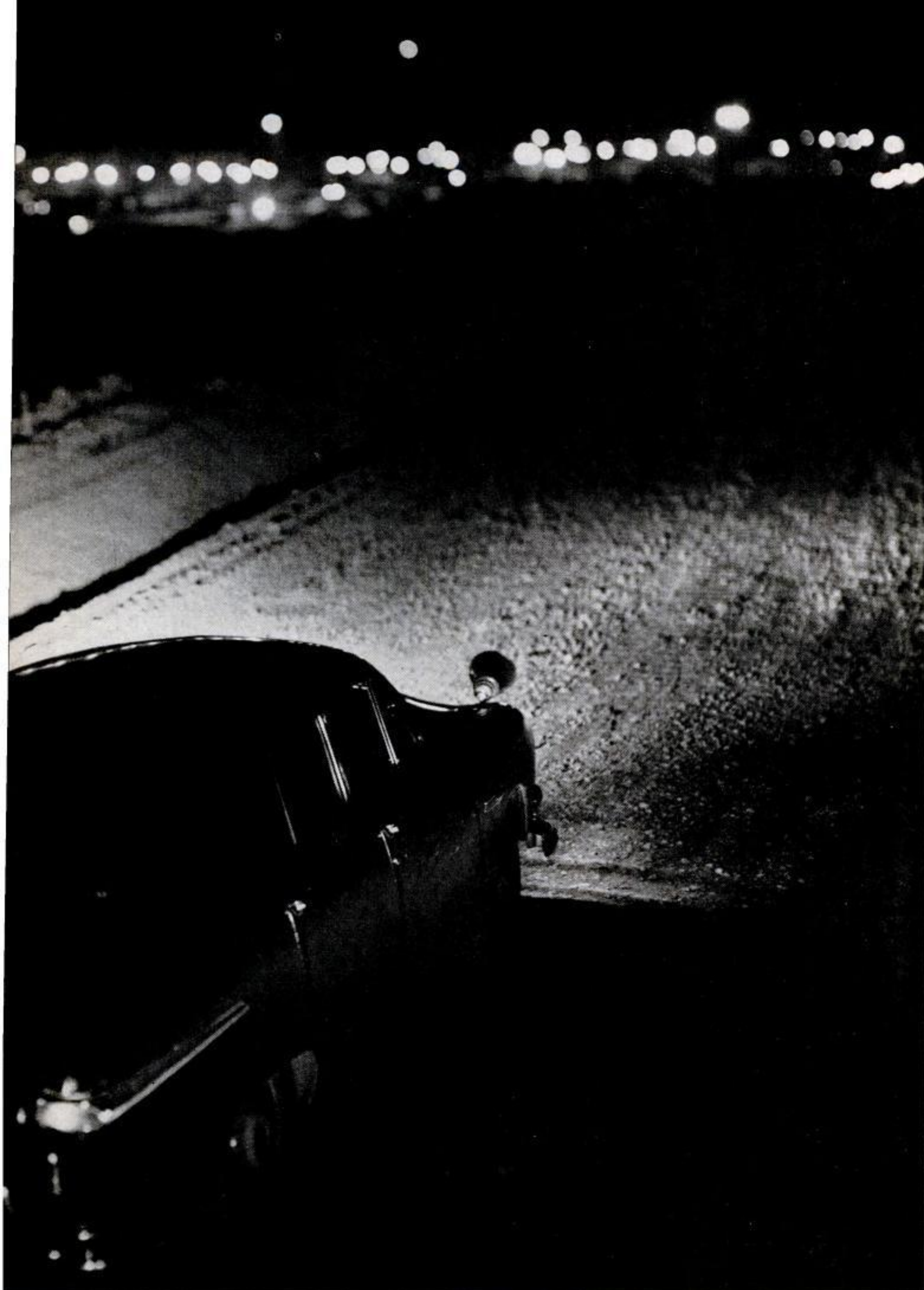
A PAIR OF PATROLLING AEC GUARDS STOP THEIR CAR TO INSPECT THE FENCE LINE AT THE ATOMIC



PORTABLE VILLAGE, called Flattop Village, stands near the AEC plant. First built at Oak Ridge, the houses were dismantled, trucked to Paducah.

PERMANENT HOUSING for Paducah gets under way as builders dig foundations for a 100-unit addition to a 300-unit municipal housing project.





ENERGY PLANT (LIGHTS IN BACKGROUND) WHERE A NIGHT SHIFT OF CONSTRUCTION MEN IS AT WORK



READY FOR BUSINESS, two real estate men await customers near their lot outside Calvert City, east of Paducah, three miles from four new plants.



OLD LOG CABIN 30 miles from AEC plant is home for AEC truck driver E. B. Reeves. He rents it for \$25 a month, finds it warm and cozy in winter.



ATOM PLANT TRAFFIC pours from the main gate as workers change shifts and head for homes in four states. Most live in and around Paducah.

Twelve thousand cars go in and out of the plant every 24 hours. Heaviest traffic is in afternoon when day shift quits and 8,000 cars pour out (above).



VISITING TOWN, T. E. Edmonds, 81, ax-handle maker, stops to buy candy. He is not for the boom, says, "They're fixin' a way to kill people, ain't they?"

Paducah CONTINUED



ATOMIC GRILL, BORN OF THE BOOM, IS BUSIEST EATING PLACE

SALES SOAR AND SOME LIKE IT

Not everyone in Paducah is wholeheartedly behind the boom. Some old-timers (left) regard it coldly, and even some businessmen think it a mixed blessing. Though month after month the city of Paducah has led the whole U.S. in gains in retail sales, the merchants complain that business is almost too good and long hours are killing them. Young Bob Spice-land, 20, thinks things are fine. He came from Tennessee and, with a partner, built the Atomic Grill 300 yards from the AEC plant. Now he serves 600 people a day and is thinking of doubling the size of his place.

The thousands of workers appreciate the boom most of all—the combined payrolls of the seven new plants empty more than \$4 million into their pockets each Friday. Thanks to an energetic "keep Paducah clean" movement there are only modest ways to spend it. When the workers feel like more excitement they take their money 40 miles down the river to Cairo, Ill., where it is siphoned off in the nightclubs with girl shows.



OFF TO TOWN goes a shift of workers at the Shawnee steam generating plant, which is being constructed by TVA. Its primary purpose will be to feed electricity

to the AEC plant, and it is being laid out so that it can more than double its output if the AEC, as has been rumored, decides to double its plant at Paducah.





SCUFFLE STARTS when Ike and Taft followers, awaiting the committee's decision on delegates, jostle each other for favored positions before TV camera.

BITTER BEGINNING

Rows and blows split G.O.P. as convention opens

The confused press of faces, hands and signs shown above looks like any other excited convention demonstration. Actually it marks the violence and bitterness that flared up before the Republican convention opened in Chicago as the Taft and Eisenhower forces joined battle over the issue of disputed delegates. The Taftmen made bludgeoning use of their National Committee majority. They started out by refusing to permit TV, movies or news cameramen to cover the committee meetings—but one cameraman (*right*) defied the committee's ban. Then, often in open defiance of rule and precedent, the committee proceeded to give most of the seats to Taft supporters. There were three particularly flagrant decisions.

GEORGIA: In 1944 and 1948 the committee had recognized Committeeman Harry Sommers as the man to preside over the state's choice of delegates. Sommers, a Taft man, this year held caucuses which elected Eisenhower delegates. A rival group elected a Taft delegation. When the case was heard the Taft group said that if recognized they would re-elect Sommers as committeeman. Decision: to seat the Taft group.

LOUISIANA: Under Committeeman John E. Jackson, state Republican registration declined from 15,000 to 2,000. Republican lawyer John M. Wisdom this year campaigned for new Republican registrations. When new Republicans voted an Eisenhower slate, Jackson's old Republicans elected a Taft delegation. Decision: 11 delegates for Taft; two for Ike.

TEXAS: This was the important fight because of the delegates involved (38), the size of the potential Republican vote and the strong case made for the Eisenhower claims (*LIFE*, June 9). Taft offered 16 votes to Eisenhower if he were given 22. Ike managers indignantly refused the deal. But Taft had his way. Decision: Taft 22; Eisenhower 16.

These decisions might still be reversed in convention. There Eisenhower forces hoped that they could count on Warren and Stassen delegates as well as other Republicans outraged by such tactics. But whether they won or lost the issue was bigger than mere votes ([see Editorial, p. 34](#)).



WHAT THE PUBLIC DID NOT SEE, because of the ban on TV, movie and still cameras, was the scene in the Hilton Hotel's North Ballroom where a tense



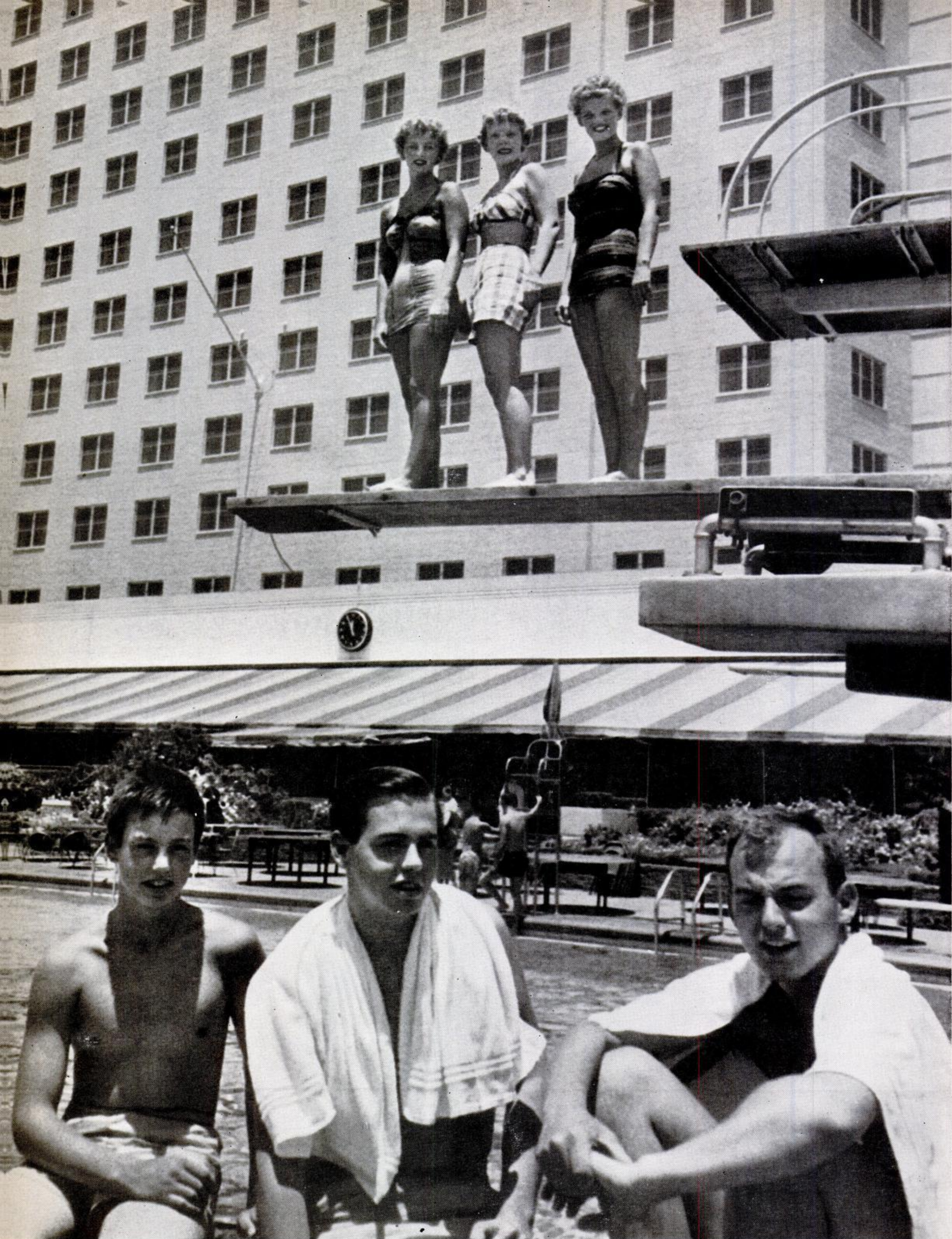
committee met. Here Alvin Lane pleads Eisenhower case for Texas delegates. LIFE cameraman Francis Miller defied the committee's ruling to get this picture.



WILD PUNCH is thrown when rival factions begin to tear up rival signs. But the delegates were so jammed together that scarcely any blows reached target.



ANGRY GRAB at rival comes at peak of the ruckus in the Hilton. Though the factions eventually were separated without blows, the bitterness still remained.



THE STEVENSONS MEET THE WARRENS at Houston's Shamrock Hotel pool during governors' conference. John, 16, Borden, 19, Adlai III, 22, Stevenson

swam with Nina, 18, Virginia, 23, Dorothy, 21, Warren—recalling 1948 when the Warren girls were much photographed hobnobbing with the Dewey boys.



CAMPAIGNING HARRIMAN scans Lake Superior at Duluth while seeking delegates. He has shown no willingness to wilt before the Stevenson draft.

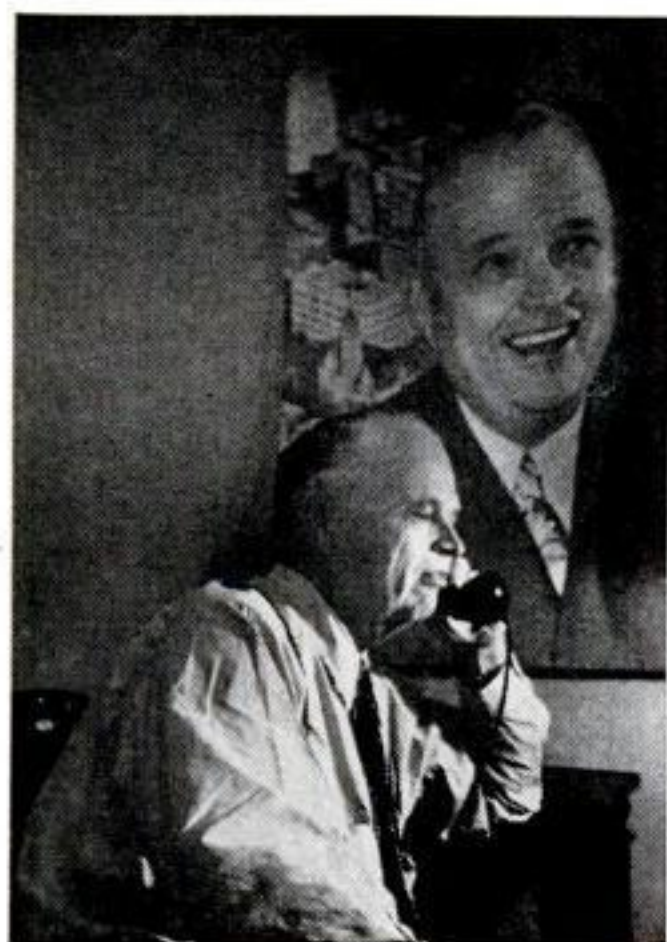
NEXT SHOW FORMS

The Democratic stars find Stevenson in the cast

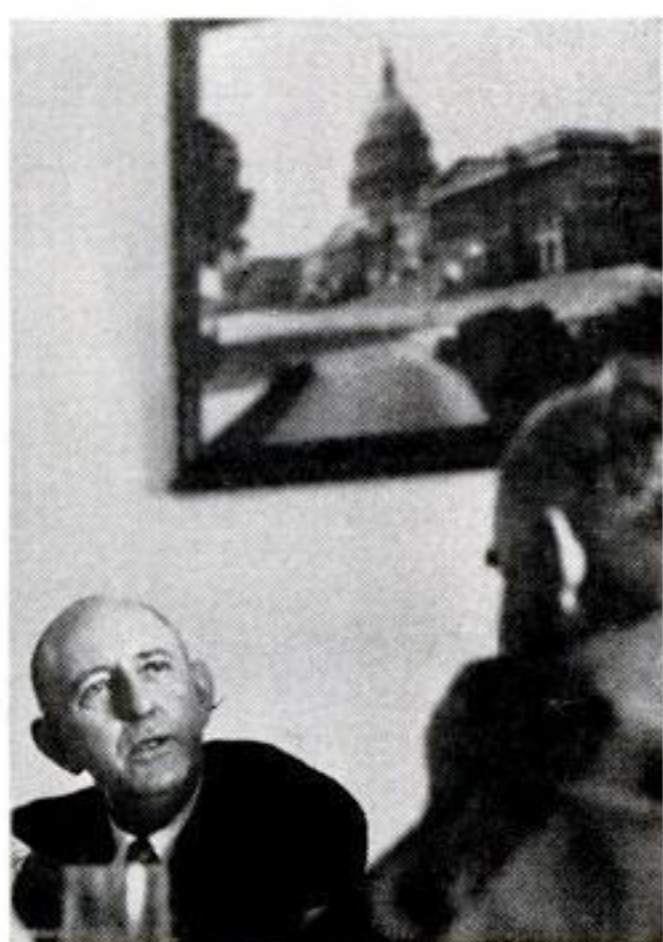
The Democratic party gained some satisfaction and delight from the bickering which plagued the Republicans (pp. 26, 27) but could not spare the time for a rollicking belly laugh. In two weeks the Democrats themselves must go on stage in Chicago and have a try at resolving the bitter differences within the party. As the "memo" and pictures on the following two pages show, they could take comfort in their party's past and present strength while finding cause for concern in their leaders' wide disagreement as to who should be the presidential candidate.

The candidates themselves were confident. Averell Harriman cried the New Deal line out across the prairies. Kefauver, well ahead in delegates, carried his attacks against corruption into the Midwest. Senators Robert Kerr and Richard Russell each claimed eventual success in getting the presidential nomination and Russell flatly disclaimed any interest in the vice presidency—which might well be offered one of them.

But it was a man who had tried hard not to be a candidate who took the spotlight. Governor Adlai Stevenson of Illinois, who said last April he would not take the nomination, seemed to be a little more receptive. In Houston, Texas for the annual conference of the governors, he said, "I would feel free to accept or reject a draft"—and gave new impetus to the already strong draft-Stevenson movement. The other leading Democrat who has said he does not want the nomination was more consistent. Making what he labeled his "first whistlestop of 1952," Truman said that in his speechmaking this year he would be "working for somebody else."



WORN KERR, grimmer than poster, figures he will win in five ballots.



BUSY RUSSELL works in capital where he stayed to close Congress.



LIT-UP KEFAUVER glows in light of fireworks in Cedar Falls, Iowa, where he and Nancy made themselves sociable at town's big centennial celebration.



UNCONCERNED STEVENSON ignores paper read by supporter, Governor Henry Schricker of Indiana, which assumes Stevenson's "maybe" means "yes."

MEMO ABOUT THE DEMOCRATS

Founded in 1792 by Thomas Jefferson as the Republican party, the party was reborn under Andrew Jackson and renamed the Democratic party. After Jackson the Democrats elected four presidents—Van Buren, Polk, Pierce and Buchanan. But between Buchanan and Franklin D. Roosevelt the party won only four presidential elections and named only two men, Grover Cleveland and Woodrow Wilson, to the White House. When Franklin D. Roosevelt began the first of his four terms in 1932 the party entered the era of its greatest power.

VITAL STATISTICS

By the test of popular voting in the last five presidential elections the Democrats are the majority party. The figures:

| | Democrats | Republicans |
|------|------------|-------------|
| 1932 | 22,821,857 | 15,761,841 |
| 1936 | 27,476,673 | 16,679,583 |
| 1940 | 27,243,466 | 22,304,755 |
| 1944 | 25,602,505 | 22,006,278 |
| 1948 | 24,105,695 | 21,969,170 |

Except for the 80th Congress (1946-48) the Democrats have had a majority in both houses of Congress since 1932. Their standing today: Senate: 50 Democrats, 46 Republicans; House: 230 Democrats, 200 Republicans. There are 23 Democratic, 25 Republican governors.

WHO VOTES DEMOCRATIC?

South. Since the Civil War, Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Tennessee, Kentucky, Florida, Texas and Oklahoma (since 1907) have generally given the Democratic party their vote in presidential elections. Exceptions: In 1928 when Al Smith, a Catholic, was the candidate, seven southern states broke away. In 1948 Mississippi, Alabama, Louisiana and South Carolina voted the Dixiecrat ticket.

North. Since 1932 the party has generally polled a majority of voters in the larger cities. In 1948, out of 106 cities with a population of more than 100,000, Mr. Truman carried 85. The party has usually polled a majority of votes cast by farmers, labor and the white collar classes, as well as age groups between 20 and 49.

THE ISSUES BEFORE THE CONVENTION

The conservative South clashes with the industrial north and labor-minded voters on these main issues:

Civil Rights. The South opposes federal compulsion to ensure civil rights, fearing that this will mean the end of local segregation laws. In the north "civil rights" is a rallying cry among minorities that generally vote Democratic.

The Fair Deal. The South would go slow on federal spending, social measures. The north buys Truman's Fair Deal without reservation.

THE CANDIDATES

The four major declared candidates and their convention votes:

Estes Kefauver, age 48; 251½ votes; junior senator from Tennessee; Fair Dealer but opposed by a majority of the party bosses.

Richard Brevard Russell, age 54; 135½ votes; junior senator from Georgia; the South's favorite.

Averell Harriman, age 60; 99½ votes; Mutual Security administrator; formerly ambassador to the U.S.S.R.; a straight Fair Dealer.

Robert Samuel Kerr, age 55; 38½ votes; senior senator from Oklahoma; Fair Dealer except on civil rights.

Favorite Sons: Michigan, Governor G. Mennen Williams, 40 votes; Massachusetts, Governor Paul Dever, 36 votes; Kentucky, Vice President Alben Barkley, 28½ votes; Ohio, Robert Bulkley, 27 votes; Minnesota, Senator Hubert Humphrey, 26 votes; Arkansas, Senator William Fulbright, 22 votes; Connecticut, Senator Brien McMahon, 16 votes.

Dark Horses: Oscar Ewing, Federal Security administrator, 3 votes; Illinois Senator Douglas, 3 votes; Speaker Rayburn, ½ vote.

Subject to Draft: Adlai Stevenson, 52, governor of Illinois, favored by Middle West leaders, Roosevelt New Dealers, moderate Fair Dealers; Harry S. Truman, 68, President of the U.S.

PARTY LEADERS



PAT McCARRAN, Nevada senator, says, "I support Russell," believes that many delegates will do the same.



HERBERT LEHMAN, New York senator, says, "I first suggested Harriman—he will make fine president."

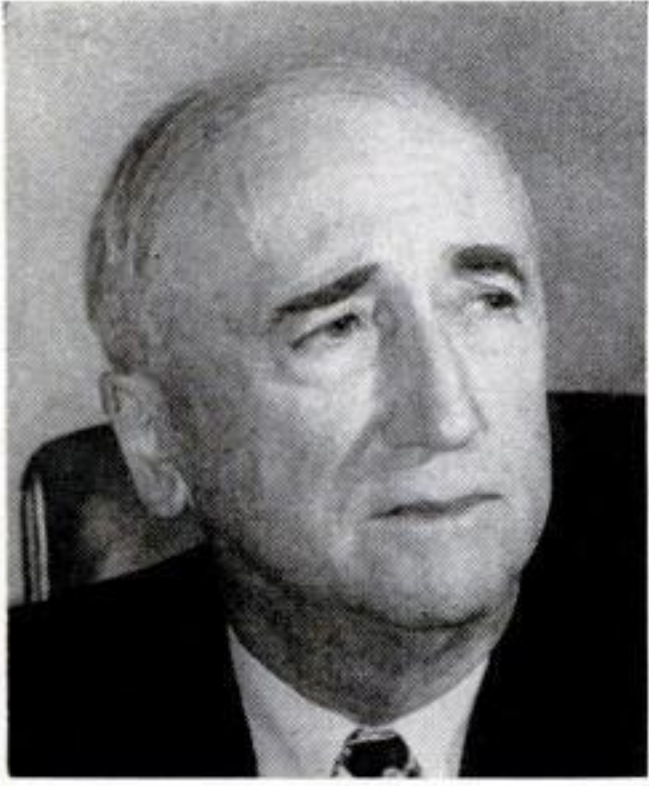


JAKE ARVEY, Chicago boss, says, "Governor Stevenson is most ideally qualified man to lead our nation."



MARY BETHUNE, famed Negro educator: "I stand forthright for Truman"; would draft him if necessary.

FIND THEMSELVES SPLIT WIDE APART IN CHOICE OF CANDIDATES



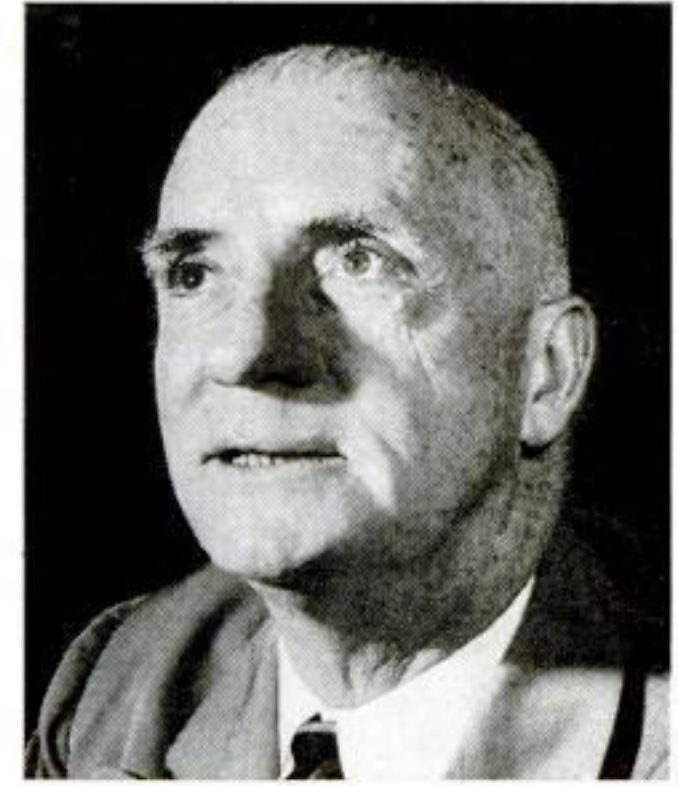
JAMES BYRNES, South Carolina's governor and ex-Secretary of State, is wholeheartedly for Senator Russell.



BLAIR MOODY, Michigan's freshman senator, hopes to nominate his state governor, G. Mennen Williams.



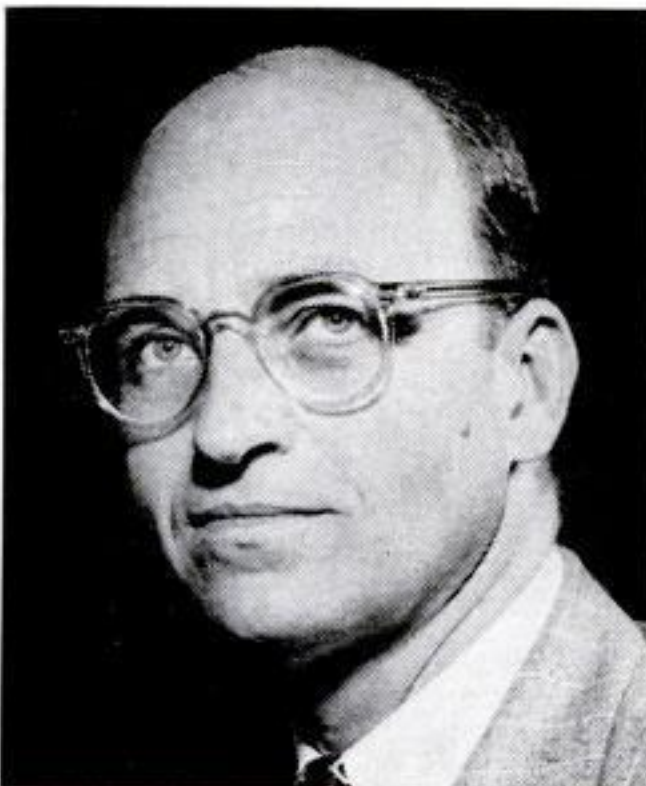
ED PAULEY, a California oilman, likes Barkley or Rayburn, will wait till after G.O.P. convention to decide.



ED FLYNN, New York boss, favors Harriman. "Because of his experience . . . he will make a great president."



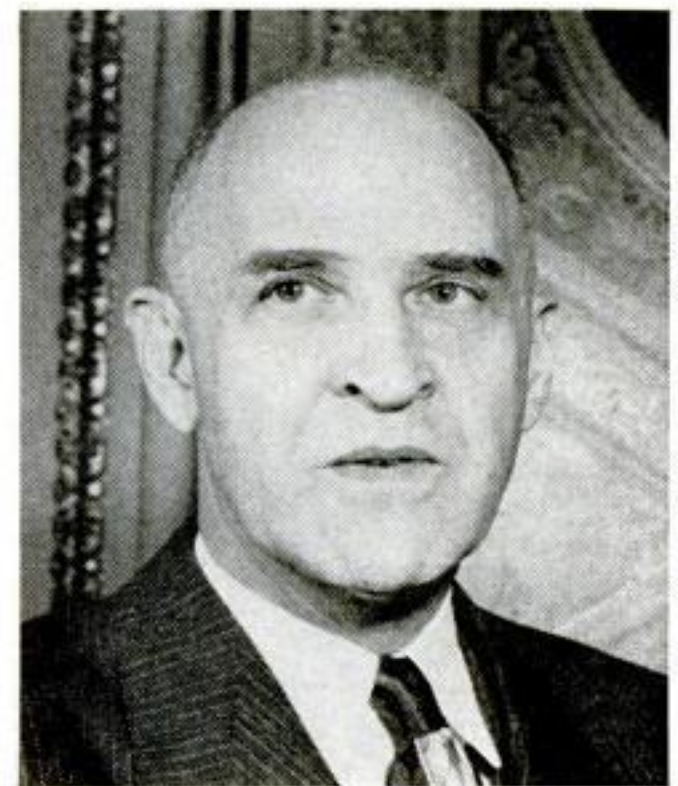
F.D.R. JR. is for Harriman: "He is four-square for the principles of the New Deal and the Fair Deal. . . ."



JAMES ROOSEVELT differs with brother Franklin: "Kefauver has support of the little man in the street."



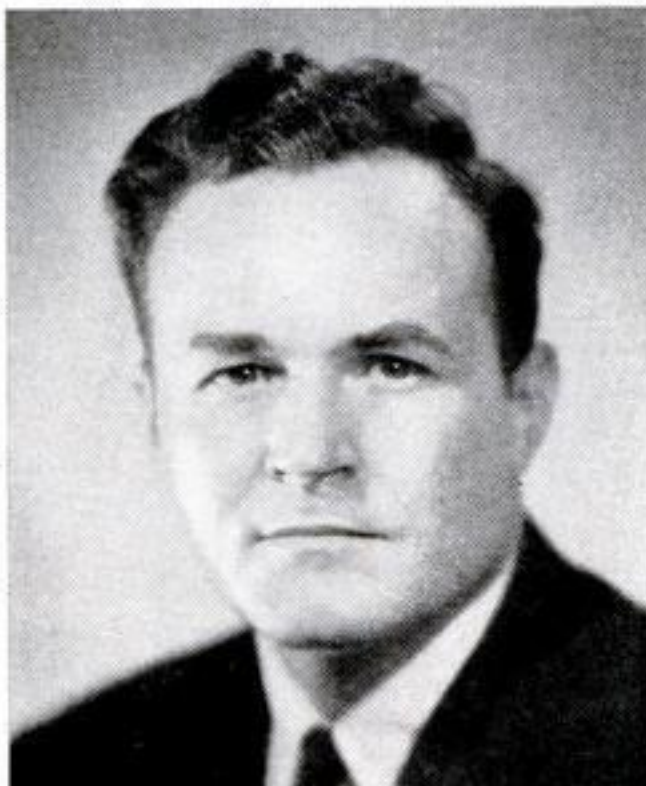
OSCAR EWING, the Federal Security administrator, wants Truman, if available, or else a good Fair Dealer.



LISTER HILL, Alabama senator, is for Russell as an effective leader: "He is the captain of teamwork. . . ."



JIM FARLEY, Roosevelt's Postmaster General, says, "At present I am for Farley." He will wait and see.



SID McMATH, Arkansas governor, roots for his state's favorite son, says, "I am for William Fulbright."



PAUL FITZPATRICK, N.Y. leader, calls Harriman, "Man of vision" who sees need for world cooperation.



MIKE MONRONEY, Oklahoma senator, says he's for Rayburn and convention will be, after a few votes.



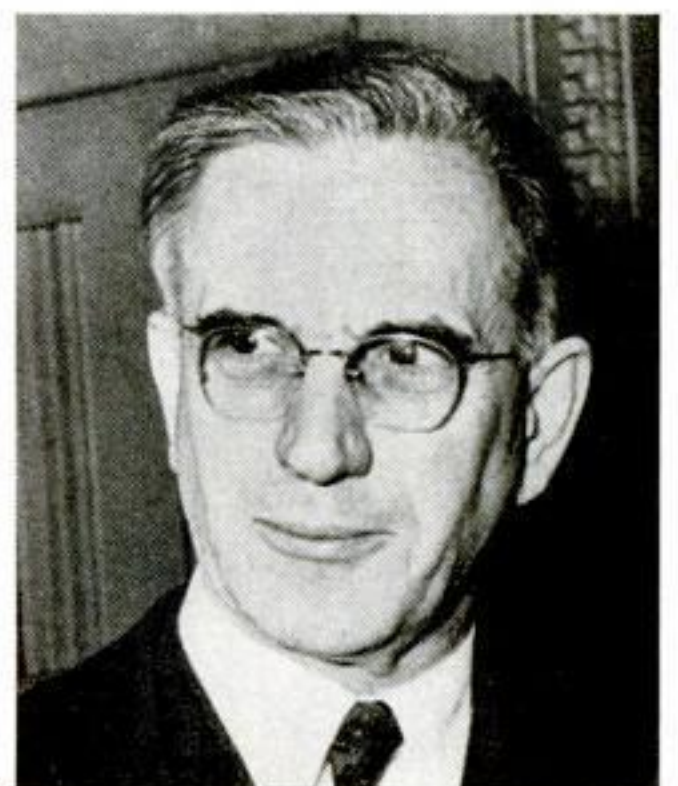
PAUL DOUGLAS of Illinois, once considered a candidate: "I'm for Kefauver . . . he can clean house."



HARRY BYRD, anti-Trumanite, Virginia senator, says, "I'm for Russell, the best qualified man. . . ."



ALLAN SHIVERS, governor of Texas, heads uninstructed delegation but personally favors Russell.



JOHN McCORMACK, majority leader in House: "I am for Dever as a favorite son of Massachusetts."



CLOWN AT THE BANQUET, Ben el Larbi, his face smeared with flour, spent the whole day doing elaborate parodies of the exotic habits of Europeans in the

regiment's hall. Wine on table loaded with fruit and assorted sweets was for guests, not for Moroccan soldiers who are forbidden to drink by their religion.



FLAYED LAMBS, skinned after their throats had been slit by the company butchers, are washed while huge outdoor ovens are being heated (*background*).

FEAST IN AN ALIEN LAND

Moroccan troops in Germany end a Moslem fast

At a far new outpost of the Moslem world 2,700 Moroccan *Goums* serving in the French army in Germany last week imported the pageantry of the African deserts to the rolling hills of Hesse. They were celebrating "Lesser Bairam," one of the Moslem world's two great annual festivals, with three days of feasting, exchanging of gifts and visits, and donning of new clothes. This gay holiday comes at the close of the month-long fast of Ramadan, during which all of the world's 300 million Moslems must abstain from food, drink, sex and tobacco each day from that time in the morning when a white thread can be distinguished from a black one to the hour in the evening when neither can be seen.

Biggest of the Bairam celebrations in Germany was at Wetzlar, where the Moslem half of the 5th Moroccan Regiment, a crack unit in which European and African soldiers are completely integrated, butchered and cooked 40 juicy lambs in 10 large outdoor ovens made of mud and stone. Then they invited in their French comrades-in-arms, with their families and a few German civilians, for an old-fashioned feast, Moslem style.



LAMB FOR THE SLAUGHTER is brought forward by Pvt. Said Ben Ahmed of Casablanca after a last grazing on soccer field near the regimental barracks.



SOLDIERS' GUESTS pick at roast lamb. The big barbecue was held outside after ovens were opened; the dessert and drinks were served indoors afterwards.



SOLDIERS' GIRLS, camp followers who live in a barbed-wire-protected house, play their part in the festivities by vigorously kicking a soccer ball around.

THE REPUBLICANS MUST DROP AN ALBATROSS BEFORE THEY CAN ACHIEVE REAL HARMONY

In the week before its convention opened, the Republican party tied an albatross around its own neck. Like the Ancient Mariner's, the Republicans' albatross is the handicap of a bad conscience. It represents a great moral issue. In this case the moral issue is whether votes should be counted or stolen. Seldom has the connection between morals and politics been so sharply exposed.

If the Republicans want a clean and decisive victory in November, or perhaps any kind of victory, they must get rid of this albatross before going to the voters. They may already have done so, either by nominating Eisenhower (the albatross isn't around *his* neck) or by deciding the issue of the contested delegates strictly on its merits and not—as the National Committee did last week—by a display of sheer factional power.

The albatross is not (as some Ikemen pretend) the conservatism of the Republican party's Old Guard. Nor is it the burden of those "cynics, loafers and little Americans" on the one hand, or crypto-Democrats on the other, who have inhibited the party from making the most of its foreign policy issue. This albatross is something comparatively new to the Republican party. It is an ethical blind spot, exhibited by the lame-duck Republican National Committee majority and by its ruling Taft faction.

Politics was never the cleanest profession in America. It is shot through with ambiguity and compromise. There is no litmus paper that can infallibly distinguish between a "machine" (bad) and an organization (indispensable), or between a "steamroller" (unpleasant) and a bandwagon (pleasant). But good politicians don't need such litmus paper. Their function in life is to prevent such distinctions from becoming sharpened to a point where they arouse the moral indignation of the people.

Last year the Democratic party, after 18 years in power, began to suffer from the fact that Pendergast ethics are not up to those minimum standards which Americans ask of their national political leaders. The scandals of the Truman administration were handing the Republicans one of their best issues in years. The political atmosphere of '52 was already humid with latent moral indignation.

Meanwhile the Taft-Ingalls organization had got an early start on its bid for the Republican nomination. The senator's well-known reputation for personal integrity, plus the partisan intensity of his following, gave his cause the zeal of a crusade. The Taftmen worked hard all last year, all winter, all spring; they persuaded some delegates, negotiated for others, intimidated a few. They could be hard-boiled with a good conscience because they were convinced their cause was desperately right.

When Eisenhower came on the scene, the sudden revelation of his enormous popularity was a bitter blow to the Taftmen. It was all the bitterer because Eisenhower's strength was greatest precisely where Taft's was weakest, *i.e.*, in those big, changeable states (such as New York, Pennsylvania, California) which mean the difference between a Republican and Democratic victory. Texas, the most Ike-minded sector of the Democratic South, became a symbol in this struggle. The Taftmen decided to take it at all costs. They transferred their righteous zeal from the volatile voters, whom they could not persuade, to the party machinery, which they could control. They trampled upon representative procedures for the sake of their cause. In effect, they tried to transfer the moral

attributes of that cause to a political locomotive, a piece of machinery.

This is not the place to enumerate all the blunders and crudities of the Taftmen: the synthetic rump meetings in Texas and Louisiana; the bars against full publicity for the meetings of the National Committee; the tasteless and almost sadistic selection of speakers (notably McCarthy) at the convention. The locomotive went steaming straight through. But no locomotive has moral attributes; they are the exclusive property of men and women. Morally sensitive men and women began getting off the train.

The first clear sign of this was the disillusion of avowed Taftmen like Joe Ingraham of Texas, chairman of the Harris County Republican Committee, who released a full and disgusted account of how the Zweifel-Taft group set out to "change the rules after they [had] played the game and lost." Next came the ominous statement of 23 Republican state governors meeting at Houston, warning their party that it must enter the campaign "with clean hands" and urging the National Committee not to let contested delegates vote for each other. This was followed by similar protests from Republican congressmen, from the Republican press (a strong editorial in the *Saturday Evening Post* asked "Will the G.O.P. Commit Suicide at Chicago?") and from Republican rank-and-filers from all parts of the country. By the end of last week even elephant-skinned Taftmen like Carroll Reese or Guy Gabrielson could sense the nationwide moral revulsion against their ruthless and dishonorable tactics.

Seldom has such a moral issue hung in the air over a great convention. For unlike the famous "voice from the sewers" that launched F.D.R.'s third term nomination in 1940, this was no mere strong-arm stagecraft to frame a foregone conclusion. The 1952 Republican nomination was not a foregone conclusion; anything but. And the morals of politics are a big voting issue this year. Morals are an issue with many Republican regulars who are proud to remember that their party once called itself "the party of moral ideas." Morals are an issue with those growing millions who call themselves independents precisely because they suspect the honesty of all party politics.

Morals are not the only issue at the Chicago convention. There is also the issue of party harmony. Harmony was uppermost in Herbert Hoover's mind when he asked Senator Lodge to let him compromise the delegate contests. Harmony got a sort of ritual obeisance from the Taft forces when they threw Ike a few odd delegates and whacked up Texas. Harmony has drawn the overtime energies of conscientious neutrals like Foster Dulles and Styles Bridges, who know that the rift between Ikemen and Taftmen is not a real policy schism. Indeed the harmonizing of rival interests is one of the oldest and most vital functions of the American politician. His skill at it has kept our system successful.

But a real moral issue transcends harmony. It cannot be sutured by mere functional skill; it must be felt and expunged from the conscience. Let us hope that the convention itself will have done this. If it has, it will have made possible the only kind of party harmony that can defeat the Democrats and take the deserved leadership of a willing nation. That kind of harmony is the harmony of honest men, whose compromises will bear inspection, whose quarrels leave scars, that can be tolerated and who share the same standards of right and wrong and truth and justice.



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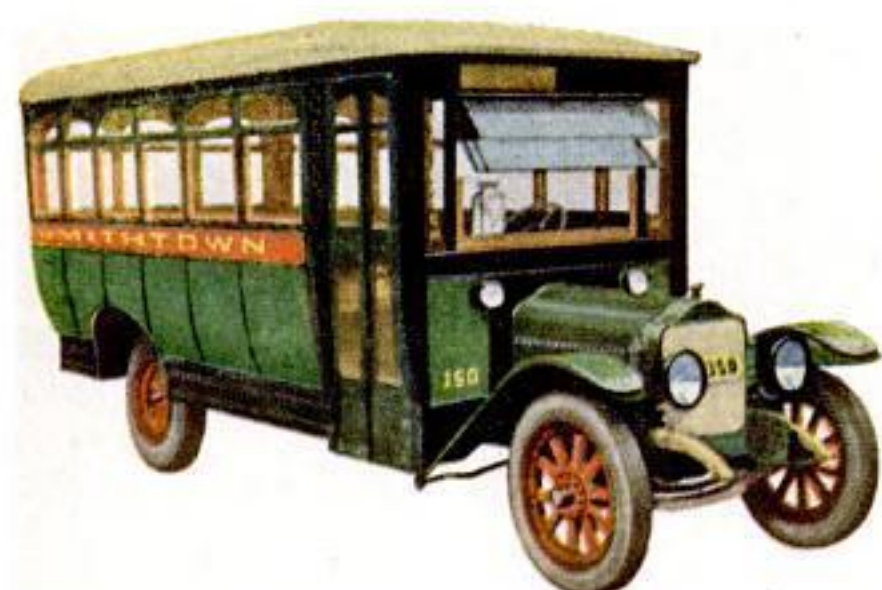
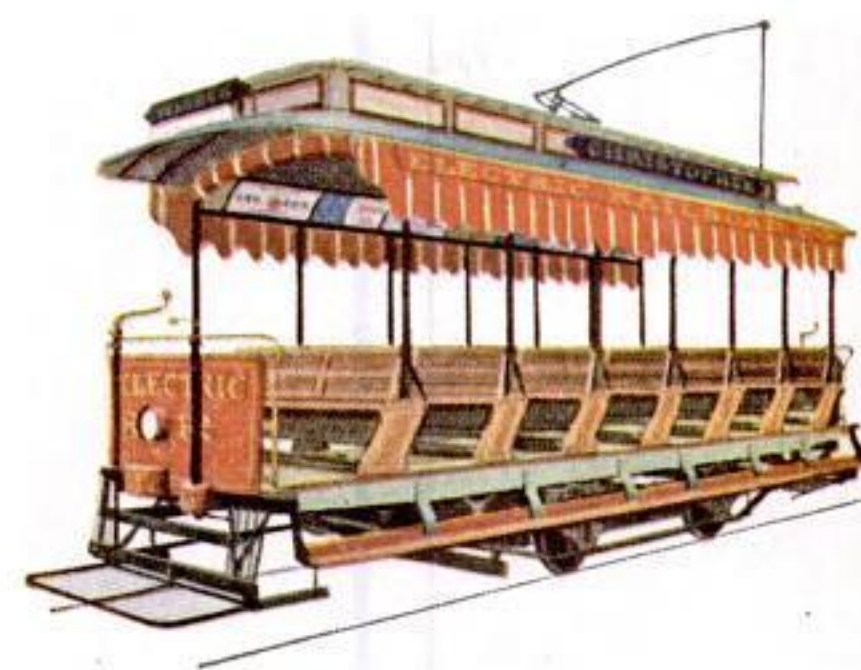
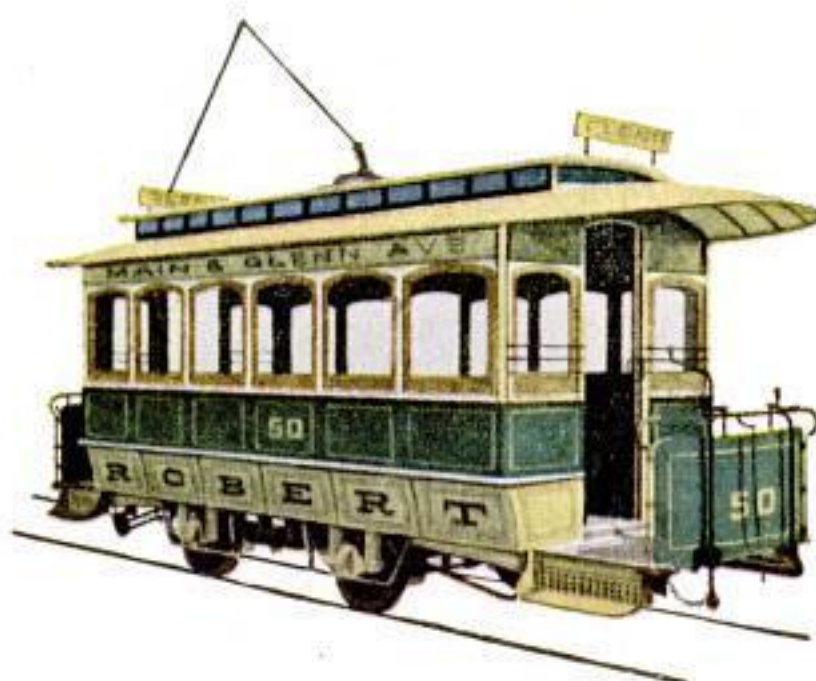


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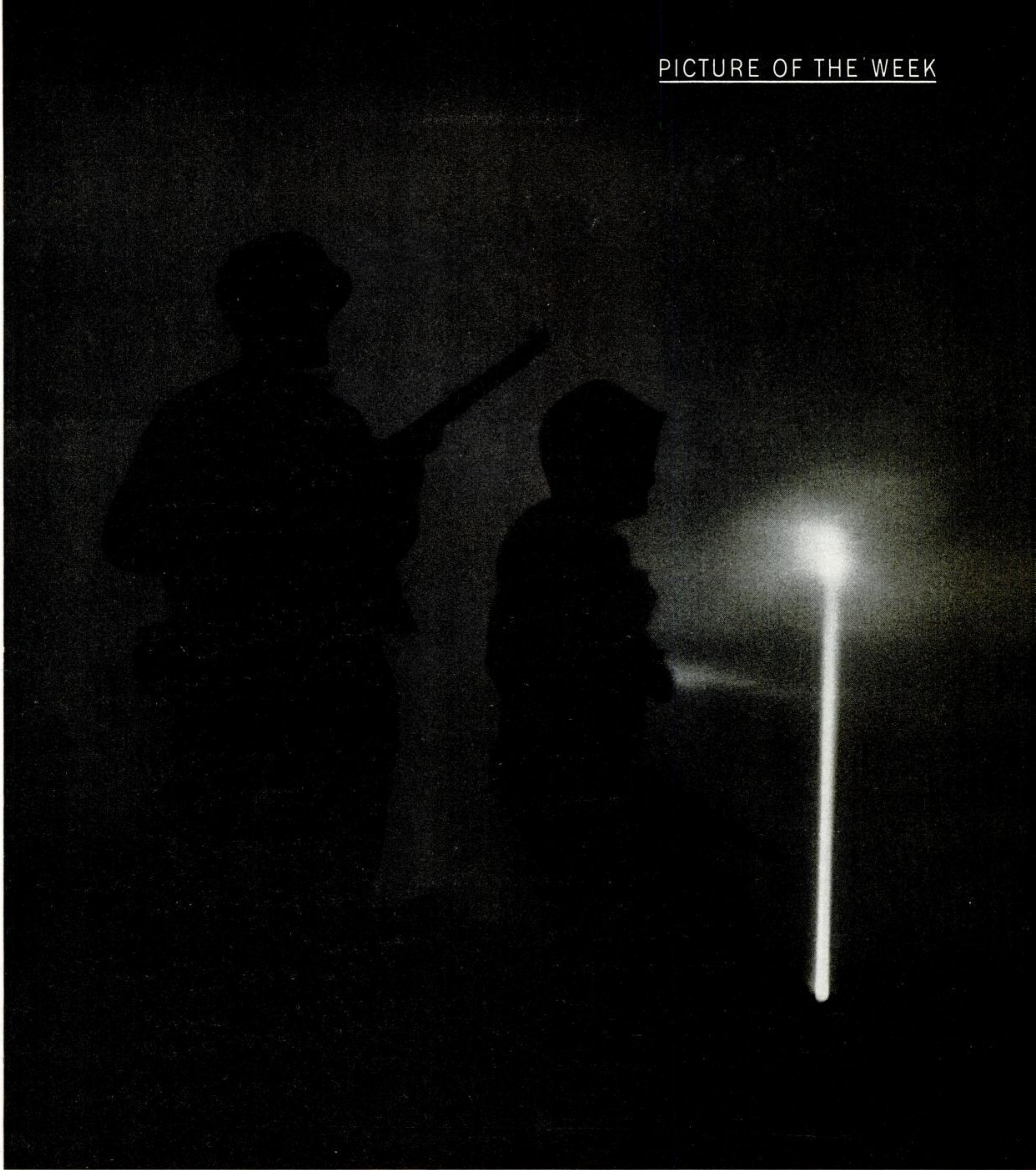
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TRUCE BEAM CASTS IRONIC LIGHT ON A DANGEROUS MISSION

As they made their way through the darkness of no man's land on the Korean western front, two U.S. Marines stood briefly silhouetted in a distant searchlight's glare. Behind them, crouching in shadow with the rest of the patrol, LIFE Photographer Mike Rougier recorded this fleeting moment of war's irony. The searchlight is at Panmunjom, a mile away. Each night it is directed straight up against the clouds, signaling to all

combatants the neutrality of the mud hut village where U.N. and Communist negotiators this week begin a second year of the deadlocked talks for an armistice. But the searchlight has another use: by its fixed beam the Marines got a hurried check on their bearings, then set course for the enemy's lines. Somewhere beyond them, they knew, Communist patrols were using neutral Panmunjom's beacon for the same deadly purpose.

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LIFE ON THE NEWSFRONTS OF THE WORLD

Two statesmen make their farewells, Lattimore lands back in the soup and Duclos scrambles out of it

Despite the lure of the convention and Washington's sultry heat, the 82nd Congress of the U.S. just couldn't say goodbye. On the brink of final adjournment, a dispute developed over AEC appropriations that promised to keep the 82nd until after the G.O.P. convention. To most of the 39 representatives and three senators who are leaving The Hill for good, the delay was an irksome nuisance, but it seemed scarcely a moment in the long careers of two of the departing statesmen. Between them, North Carolina's 88-year-old Representative Robert L.



CONGRESSMEN DISPLAY THEIR TROPHIES

Doughton and Texas' 74-year-old Senator Tom Connally, both Democrats, served almost four-score years in Congress. When "Senator Tawm" came to Washington in 1917 for the first of his 10 terms, "Muley" Doughton already was there. He had arrived in 1911 to serve the first of his 21 consecutive terms. Last Saturday, veterans Doughton and Connally were photographed with their going-away gifts. For Doughton there was a loving cup from his House Ways and Means Committee; for Connally, the Senate Foreign Relations Committee had a fruit and flower bowl.

* * *

Budapest candy-makers are now selling all-day suckers which, when sufficiently licked, expose the words "Peace" and "Love the Soviet Union."

Perjurer . . . Red agent?

Owen Lattimore, who a fortnight ago had gotten a public apology from the State Department after the fiasco of the phony tip and the passport ban (LIFE, July 7), got a quite different bit of public handling from Senator McCarran's subcommittee on internal security. In its report, the committee described Lattimore as a perjurer and "a conscious articulate instrument of the Soviet conspiracy." It blamed him and his colleagues of the Institute of Pacific Relations for the loss of China to the Communists, and asked the Justice Department to indict Lattimore and John P. Davies Jr., now Deputy Director of the Office of Political Affairs at Bonn, for having lied under oath. Lattimore called the charges "inane."

When a power lawn mower she was "testing" in front of a McKeesport, Pa. store mowed down the street and collided with a B. & O. freight train, Louise May Reynolds was arrested. The charge: driving a lawn mower while drunk.

The guilt at Katyn

Responsibility for one of the great crimes of World War II has been placed on Russia by a special committee of the U.S. House of Representatives. The committee, composed of four Democrats and three Republicans, reported its conviction that the Soviet N.K.V.D.—and not the Germans—was responsible for the massacre of some 4,143 Polish army officers and intellectuals in Katyn Forest in 1940 and the disappearance of some 10,000 others.

* * *

A 38-year-old Texan named Roy Sutter tried to swim the Catalina channel last week, but only 30 minutes outward bound for shore he collided with a porpoise. Mr. Sutter suffered welts and bruises, had to give up the swim. The porpoise was able to continue.

Lucky Jacques

When police came upon French Communist leader Jacques Duclos during the anti-Ridgway demonstration last May, they found a loaded pistol and a blackjack in his car, arrested him for fomenting the riots. Last week a French court freed Duclos on the ground that he had



DEPARTING DUCLOS SMIRKS IN TRIUMPH

not been captured in *flagrante delicto*, i.e., red-handed. As Duclos left prison, he told the Communist newspaper *L'Humanité*, "The government has had its face slapped by this court decision." Had Duclos been arrested in Moscow, no court would have dared slap the government the comrade so much admires.

* * *

The New Army: In Tucson retiring Colonel John H. Gorse was asked if he would like a farewell review. Said he, "Nuts. Just give the boys a day off."



WADING COP GETS HIS MAN

The right to bathe

The right of a male American to take off most of his clothes on a hot day and jump in a cool river was vigorously defended and violently abridged in Dayton, Ohio. Police Patrolman L. D. Hartley, in uniform, waded into the Miami River and removed Charles Davis, who was wearing underpants. Mr. Davis objected, and Patrolman Hartley had to slug him with a blackjack to preserve decency.

* * *

The moth-eaten condition of Italian movie extras last week prompted Movie Director William Wyler to hire nine countesses, six princesses, five marchionesses, four baronesses and a scattering of princes and counts to play the nobility in a Graustarkian cinema now in production in Rome. The nobles, bearing such distinguished names as Borghese, Barberini, Ruspoli and Torlonia, got \$32 a day, which they gave to charity.

Subversion in the Argentine

A dramatic move to protect the impressionable minds of Argentine schoolchildren from such subversives as Mark Twain, Benjamin Franklin, Walt Whitman and Robert Browning was made in Buenos Aires last week. The governor of Buenos Aires Province, Major Carlos V. Aloe, said, "I don't want my conscience to reproach me for having allowed such a repulsive state of affairs to continue." The governor said a committee would immediately begin revising all textbooks used in the province. Major Aloe said *Grimm's Fairy Tales* also hurt his conscience and suggested revision be patterned on "the book that best interprets Argentine feelings"—Eva Perón's *La Razon de Me Vida* (*The Reason for My Life*). The governor's strong feelings may stem from the fact that Evita has not been able to get any U.S. publisher to take her book.

Danger in a wonder drug

Death from aplastic anemia may be a fatal by-product of one of the so-called "wonder drugs"—chloromycetin. The *Journal of the American Medical Association* reported that observations by groups of physicians in three sections of



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NEWSFRONTS CONTINUED

the U.S. had brought warnings of this danger. The *Journal* suggested the drug might have to be reserved for treatment of patients with "serious infections for which no other therapy is available."

* * *

Two astronomers, W. J. Luyten of the University of Minnesota and E. F. Carpenter of the University of Arizona, announced the discovery of the smallest known star, "Luyten's L 886-6," about one third as large as the earth. It belongs to a category known as "white dwarfs," which Luyten explains as "stars that are dead and don't know it."

A bullet for a bystander



PAULINE AND BULLET

When a burglary suspect jumped from a window of the Bronx Magistrates' Court, police quickly gave chase and fired 15 bullets after him. Three hit the fugitive, seriously wounding him, but one struck a 19-year-old expectant mother in the thigh, and another flew through the window of a dental laboratory and lodged in the breastbone of Pauline Weidt, 28, a bookkeeper. After a moment's rest Miss Weidt (left) calmly walked downstairs and went to the hospital where the bullet was easily removed.

* * *

The English-speaking peoples were having a hard time with the language they more or less share. Commenting on a speech by Dean Acheson, Winston Churchill reassured M.P.s "snafu" was not an indecent word, but mispronounced it "snay-foo." A British cabinet officer, meanwhile, reported that a U.S. colonel who gave \$5,000 to help rebuild a bombed-out church smashed a phonograph record in which the vicar and his flock conveyed their gratitude with the words: "Now let us all thank God for this timely succor."

Vacation pay for strikers

The steel strike dragged into its second month, with the "Big Six" companies reaffirming opposition to any form of union shop. Among the 600,000 strikers, only a thousand had any reason for optimism. These were employees of the Crucible Steel Co. in Harrison, N.J. On July 2 the company ponied up \$135,000 in vacation pay, explaining that—strike or no—Crucible thought its workers had earned it.

Truman's bad-good guess

A bum guess last January by Harry S. Truman made the President look good last week. Mr Truman had predicted that the U.S. deficit for the 1952 fiscal year would be \$8.2 billion. On July 1 it turned out it was only a little more than \$4 billion, a saving that held the national debt down to \$259 billion.

* * *



"KOREAN ORPHANS" ROW A BOAT FOR THE SOVIET CAUSE

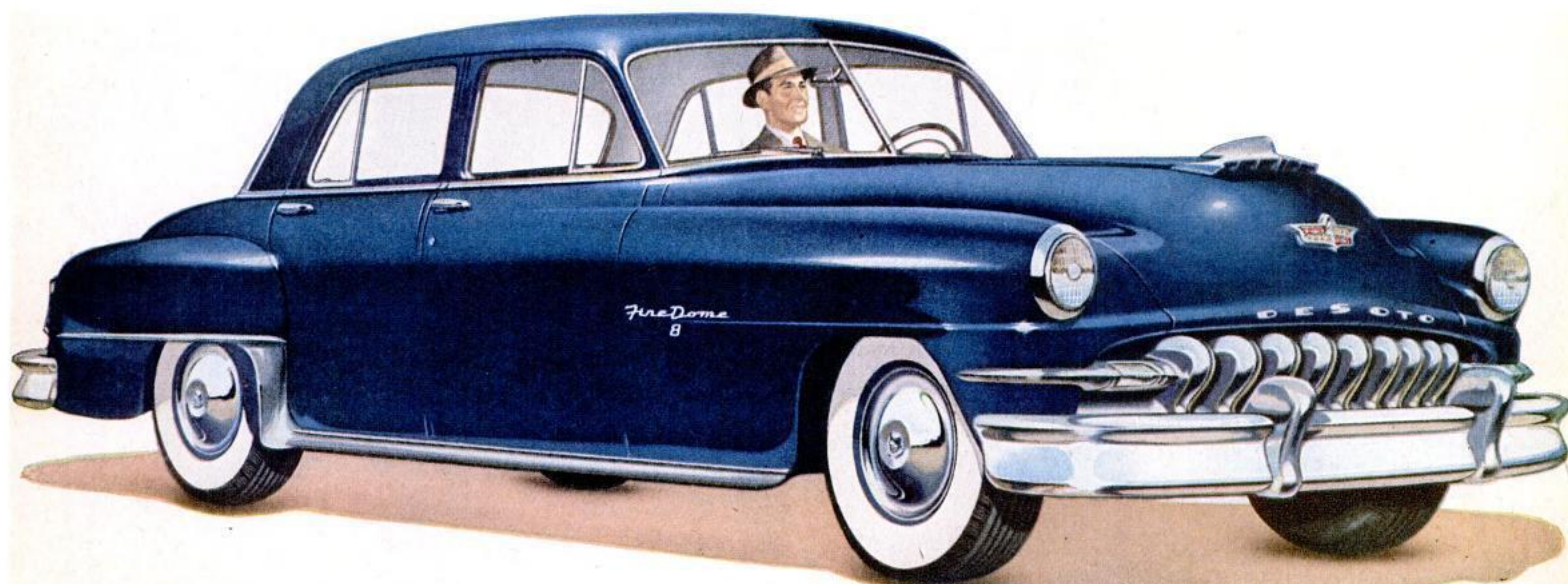
The Russians last week unveiled a new propaganda dodge. From Romania came a number of idyllic pictures of "Korean orphans" enjoying the mountain scenery and placid waters of the Tusnad resort. They were prize exhibits for something the Soviets called "The Week of Solidarity."

"Parking is as easy as dialing a telephone!"



DE SOTO

offers you the ease of Full Power Steering,
the safety of Power Braking, the pleasure of
No-Shift Driving, the spectacular performance
of the mighty 160 h.p. Fire Dome V-8 or the
economy of the Powermaster Six. It is the
year's most-talked-about car. See it! Drive it!



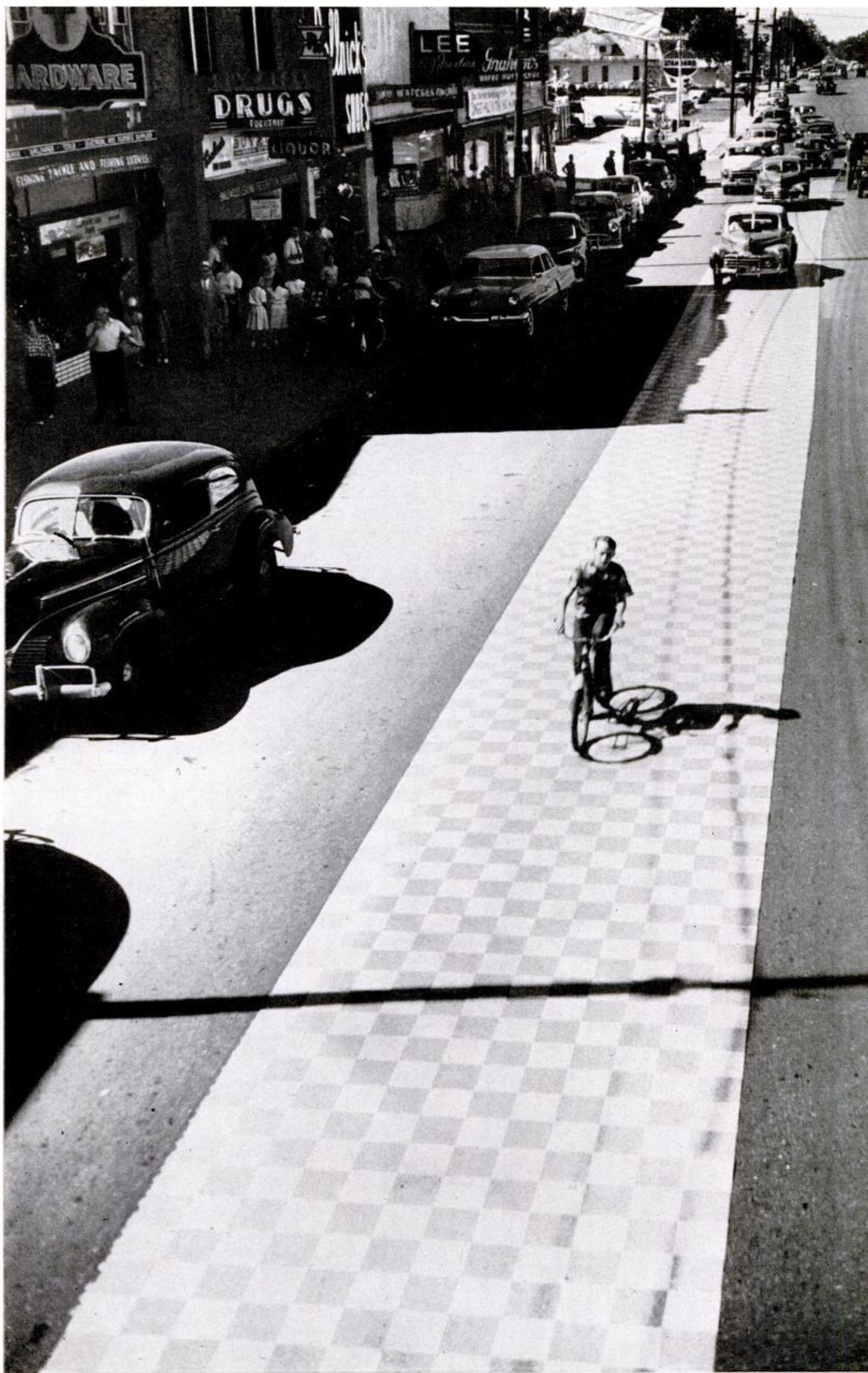
DESOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.



Deliciously yours!

*P.S. Hunt—for the best. See your grocer's ads
and look in his store for the low price!*





RUGGED RUG IS PUT ON ROAD

Almost any highway seems gay enough to a boy with a bike in June, but last month the boys of Englewood, Colo. found an extra fillip to the season. For five days and nights part of their city's busiest street was paved in green and gold and they, as well as the motorists, had a chance to leave the asphalt and hum along over the 228 feet of the longest rug in the

world. The rug, which is made of plastic and linoleum, was laid on South Broadway by the San Francisco's Pabco Products Company to test the lasting qualities of its pattern and attract a little attention on the side. Almost 70,000 cars ran over it, and its pattern held—no thanks to a hot-rodder who was arrested while trying to cut it in half with a sharp skid.

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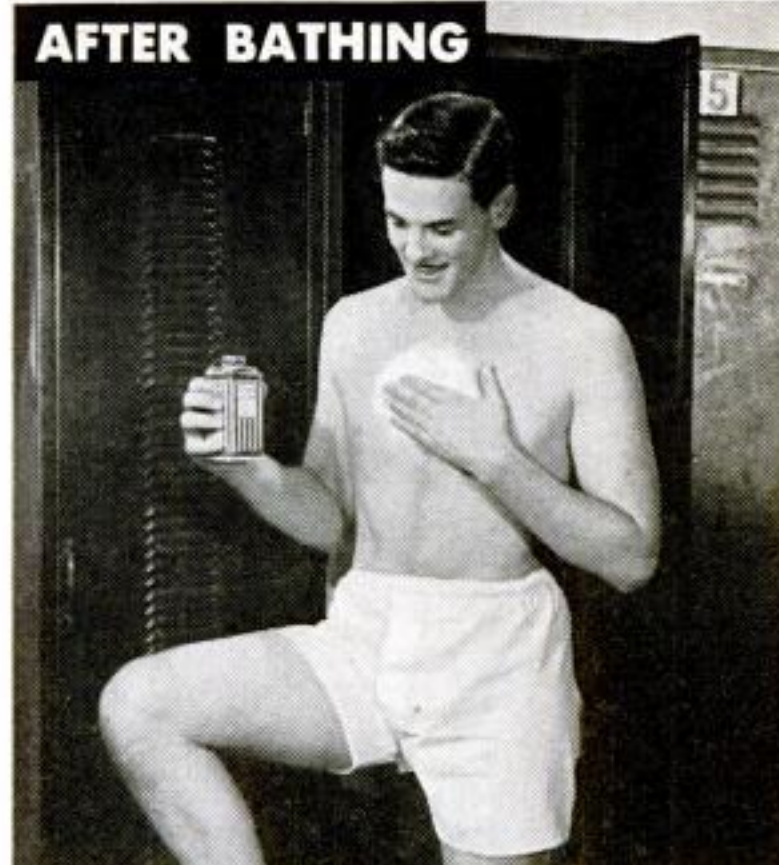
AFTER SHAVING



Cool on the face!

Cooooolest finishing touch to every summer shave . . . Mennen Talcum for Men! Neutral tint won't show on your face, but it helps cover nicks and blemishes, and *dims face shine!*

AFTER BATHING



Cool all over!

After bath, shower, or swim, dust the body with Mennen Talc. Helps keep you dry, comfortable, chafe-free, and *cool!* Finest imported Italian talc, micropulverized for fineness.

*Dims face
shine
Eases
body
chafe*



Largest-selling men's talc in America

YOU'LL LIKE A VODKA COLLINS

Smirnoff

the greatest name in VODKA

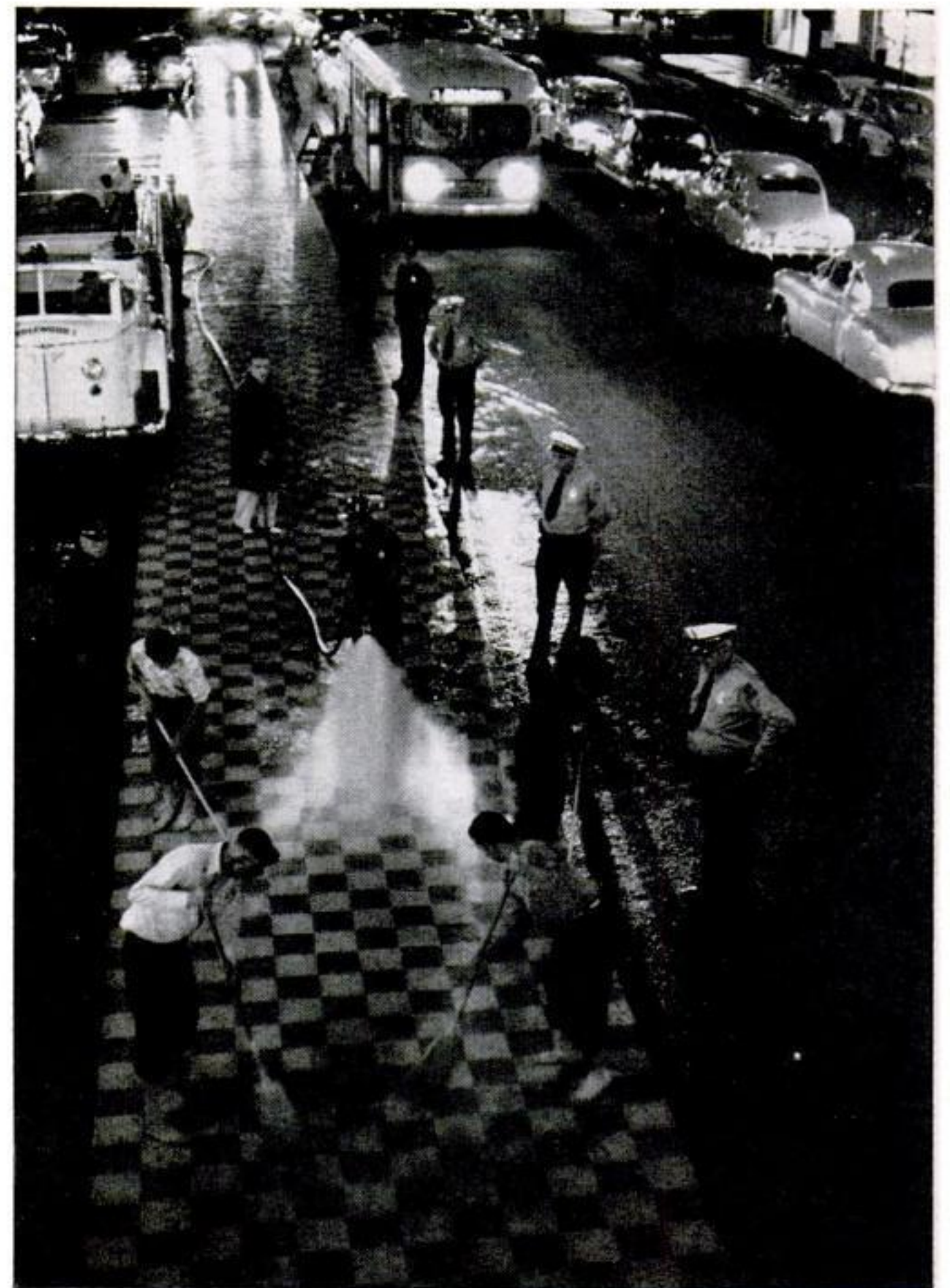
So smooth it leaves you **BREATHLESS**

Smirnoff Vodka has been honored for excellence by the courts of old Imperial Russia, Sweden, Italy and Spain.

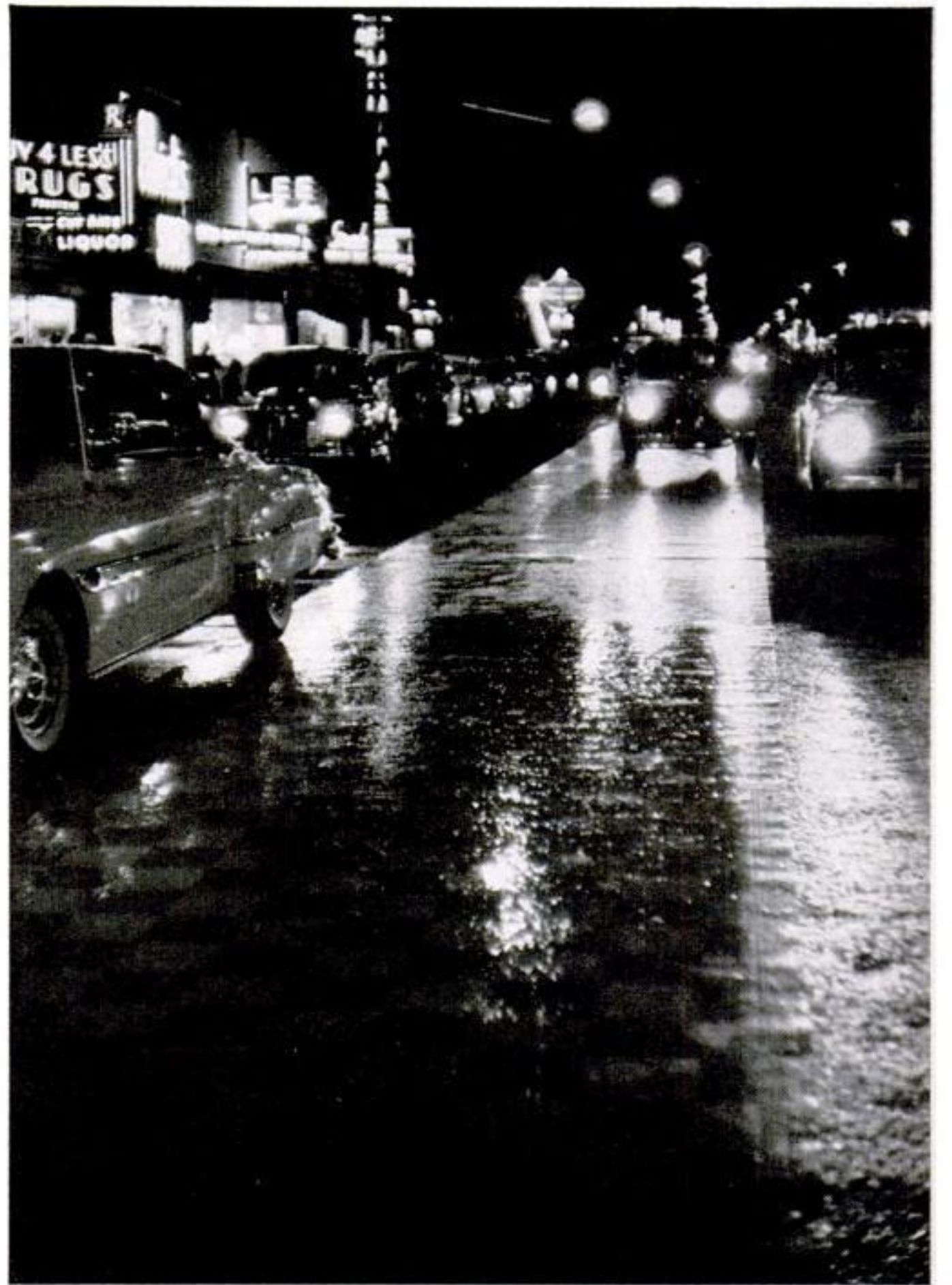
Standard of the World since 1818

80 or 100 Proof • Made from 100% Grain Neutral Spirits • Ste. Pierre Smirnoff Fls., Inc., Hartford, Conn.

Rugged Rug CONTINUED



SCRUBBING THE RUG, a broom crew sloshes water over it at night while policemen keep cars away. The rug came in rolls, was laid in three sections.



AFTER THE WASHING, rug traffic resumes. Police chief assigned four men to direct cars along rug lest a skid spoil his three-year safety record.

It does your heart good



4-door, 6-passenger Roadmaster Riviera Sedan.

EVERY now and then we hear of another doctor who has said a good word for Power Steering†—because of the effort it saves for people who shouldn't put any extra strain on their hearts.

It makes sense — but that's not what we mean by this headline.

We mean that Buick's version of Power Steering brings a new and heart-satisfying pleasure to ownership of a great automobile.

For example, the man whose wife has always objected to a "big car" because it is hard to handle will hear no more on this subject if he owns a 1952 SUPER or ROADMASTER with Power Steering.

It's an easy one-hand job to turn the front wheels, even with the car at a standstill. Parking in a short space at the curb—or in a parking lot—handling the car in a tight spot anywhere—is a breeze.

You see, Buick's Power Steering comes into action when you need a "helping

hand" — saves your muscles when extra effort is needed to turn the wheel.

And because it makes turning the front wheels so easy, it lets you get the last inch of benefit from Buick's short "turning radius" — which means that you can maneuver in amazingly small space.

But it does your heart good on the highway too—because—when there's no extra effort needed—it lets you keep that sense of command, that feel of a lively performer under your hands—which is one of the thrills of driving.

Add to this the effortless ease of Dynaflow Drive*—which feeds power in unbroken smoothness, and lets you ride relaxed on a long day's drive.

Add the mighty power of Buick's Fireball 8 Engine—a gas-saving high-compression valve-in-head.

Add the comfort of what is, in actual fact, a million dollar ride—a ride that carries

you over all kinds of roads with superb and confident smoothness.

Add roominess unsurpassed in any six-passenger car in America—seats that are deep and soft—fabrics rich and luxurious — and a price that makes any Buick a standout buy in its field — and what do you get?

You get a car you should see and try this very day. How about it?

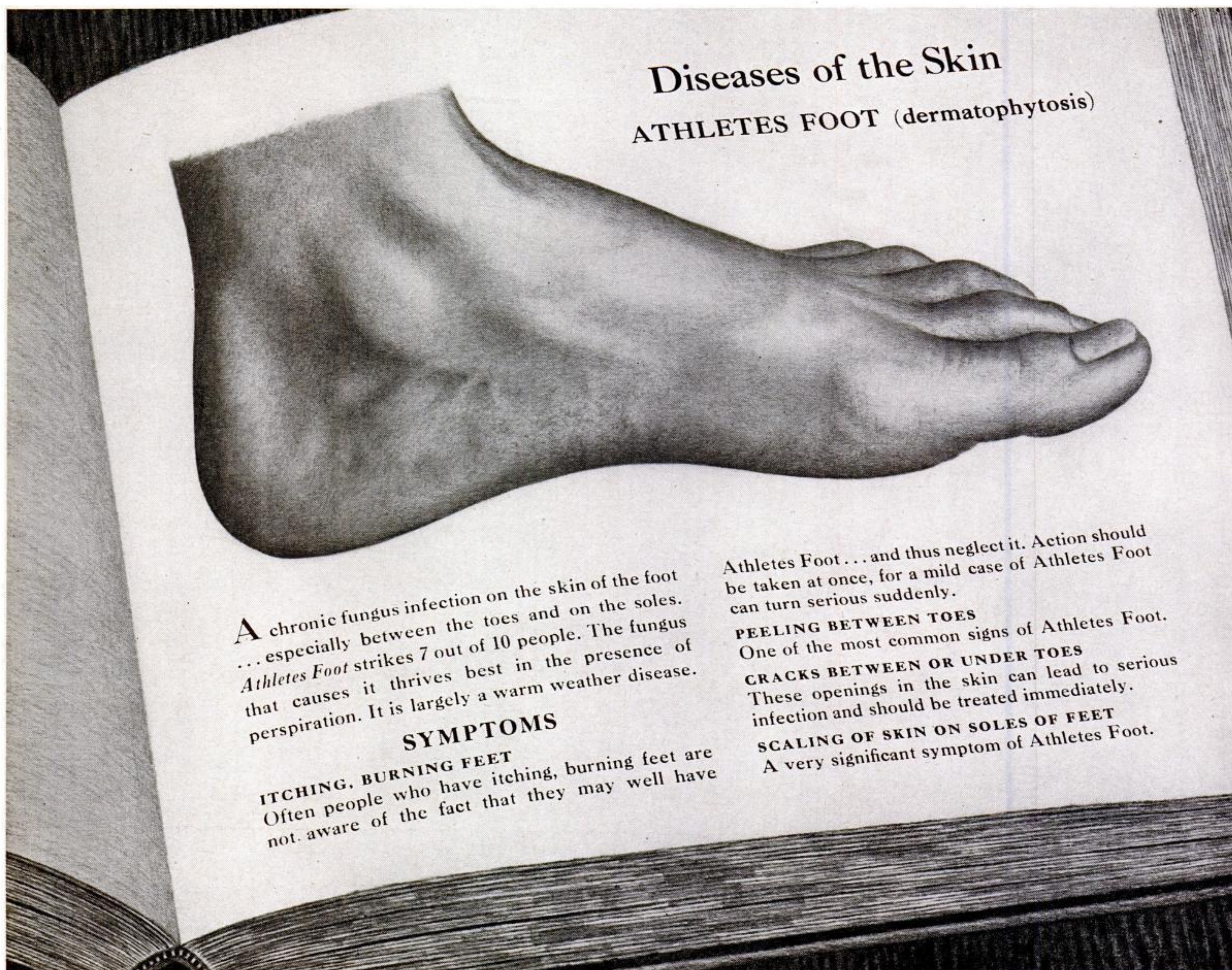
*Equipment, accessories, trim and models are subject to change without notice. †Now available on Super as well as Roadmaster—optional at extra cost. *Standard on Roadmaster, optional at extra cost on other Series.*

**Sure is
true
for '52**

When better automobiles
are built
BUICK
will build them

SEE YOUR NEAREST BUICK DEALER

Copyrighted material



Diseases of the Skin

ATHLETES FOOT (dermatophytosis)

A chronic fungus infection on the skin of the foot ... especially between the toes and on the soles. *Athletes Foot* strikes 7 out of 10 people. The fungus that causes it thrives best in the presence of perspiration. It is largely a warm weather disease.

SYMPTOMS

ITCHING, BURNING FEET
Often people who have itching, burning feet are not aware of the fact that they may well have

Athletes Foot ... and thus neglect it. Action should be taken at once, for a mild case of *Athletes Foot* can turn serious suddenly.

PEELING BETWEEN TOES

One of the most common signs of *Athletes Foot*.

CRACKS BETWEEN OR UNDER TOES

These openings in the skin can lead to serious infection and should be treated immediately.

SCALING OF SKIN ON SOLES OF FEET

A very significant symptom of *Athletes Foot*.

At the first sign of these symptoms of **Athletes Foot** get **Quinsana** for *quick* relief!

Burning, itching feet . . . peeling skin on soles of feet . . . cracks between toes. These are signals for you to ACT: symptoms of nagging, miserable *Athletes Foot*. If you have any *one* of them . . . get Quinsana, *quick!* For Quinsana is a remarkable medicated powder that kills the fungi that *cause* *Athletes Foot*; that *fights* infection . . . and *soothes* irritated skin as well!

Quinsana *must* work wonders, for doctors, chiropodists and podiatrists use it on their patients! Shake Quinsana on your feet . . . between your toes. To keep your feet cool and comfortable, shake it in your shoes!

- Use Quinsana twice a day
- See your chiropodist-podiatrist regularly



91% of all foot specialists replying to a survey use Quinsana on their patients!

Follow the men who know so *much* about foot ailments. Among hundreds of foot specialists quizzed at the National Association of Chiropodists Convention, 91% of those who replied . . . said they used Quinsana on their patients.



only
49¢
tax free



EXHAUSTED AFTER LONG BATTLE, A BIG GOLDEN TROUT CAUGHT IN CALIFORNIA'S LAKE SEVENTEEN (ELEV. 11,000 FT.) FLAPS ITS TAIL FUTILELY. IT MEASURED 14½ INCHES

THE GOLDEN TROUT

PHOTOGRAPHED FOR LIFE BY ED CLARK

Only rugged anglers go after the rare and inaccessible fish in the High Sierras

The golden trout, a cousin of the rainbow trout, is a rare and beautiful fish which is naturally found in cold lakes and streams a mile or more above sea level in the high and remote regions of California's High Sierras. Because of the golden's inaccessibility, it has a special fascination for fly fishermen. To get at the big fish they must wait until summer when the snow melts. Then they must pack in over rugged mountainous country, scaling 11,000-foot passes where lack of oxygen and dust from decomposed rock make lungs ache and eyes smart. The nights are bitter cold and

the days are plagued by mosquitoes, blazing sun and hailstorms.

None of this deters Charles McDermant, a connoisseur of trout, who for years has climbed into the High Sierras after golden trout. On his last trip he agreed to let LIFE Photographer Ed Clark go along—if Clark thought he was man enough to stand the gaff. Six days out Clark still had the strength to photograph the end of a 15-minute battle between McDermant and a giant golden (*above*). On the following pages are pictures showing country where trout are dying of old age because of lack of fishermen.

CONTINUED ON NEXT PAGE



IN THE COLD KERN RIVER, fed by melting snow, McDermand plays a 15-inch Kern River Gilbert trout, found only in this famous stream. Spurning the fisherman's conventional boots, he wades into icy water with boots on and lets them dry out on his feet. After a day's fishing (*below*) weary anglers plod back to camp. In less than two hours both had caught legal limit of 10 fish.



GOLDEN TROUT CONTINUED



IN THE BASKET, a day's catch of rosy-striped golden trout is kept fresh with grass and moist willow leaves.

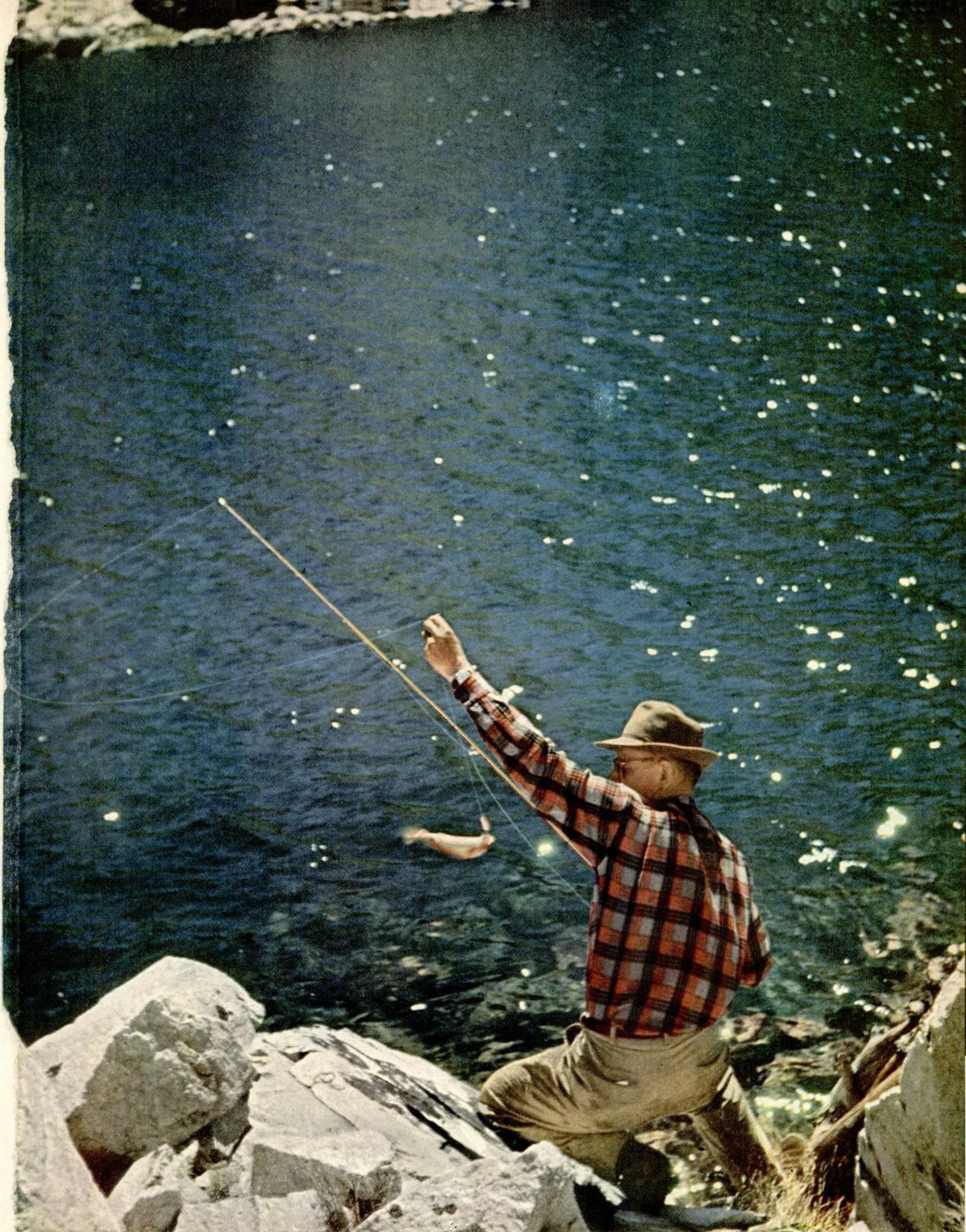
RIPPLES IN THE WATER, A KODACHROME CATCH

Starting from the resort of Mineral King, 260 miles southeast of San Francisco, the McDermand party went by pack train over Black Rock Pass into the golden trout country two miles above sea level. There was no trouble finding fish. As the party pushed on from lake to lake the only problem was which lure to use—a Black Gnat, a Silver Doctor or spoon. Besides golden trout, they caught rainbow and the vivid black-spotted, red-banded Gilbert.

By the fifth day out everybody had headaches, which they blamed on the extreme altitude, so the party descended to a campsite at 6,800 feet to rest. Early next morning they began the backbreaking climb up to 11,000-foot Lake Seventeen, so named because of a legend that all goldens caught there measure 17 inches long. When the fishermen arrived big goldens were making V-shaped ripples as they fed near the surface. A big one hit McDermand's spoon. Feeling the hook, it flashed its blood-red belly and dove for deep water. Although it seldom breaks water like the spectacular rainbow, a golden puts up a longer and more determined fight. Pulling in his trout, with the olive back, pink, white-edged fins and the crimson stripe from head to tail, McDermand felt as if he were having a fisherman's dream in Kodachrome.



IN THE PAN, looking like peppermint candy, pair of golden trout sizzle in bacon grease over the campfire.



AFTER A 12-MINUTE FIGHT at Big Five Lakes McDermid lands a fat catch. He used a red and white Dardevle Imp lure and a new spinning rig which eliminates

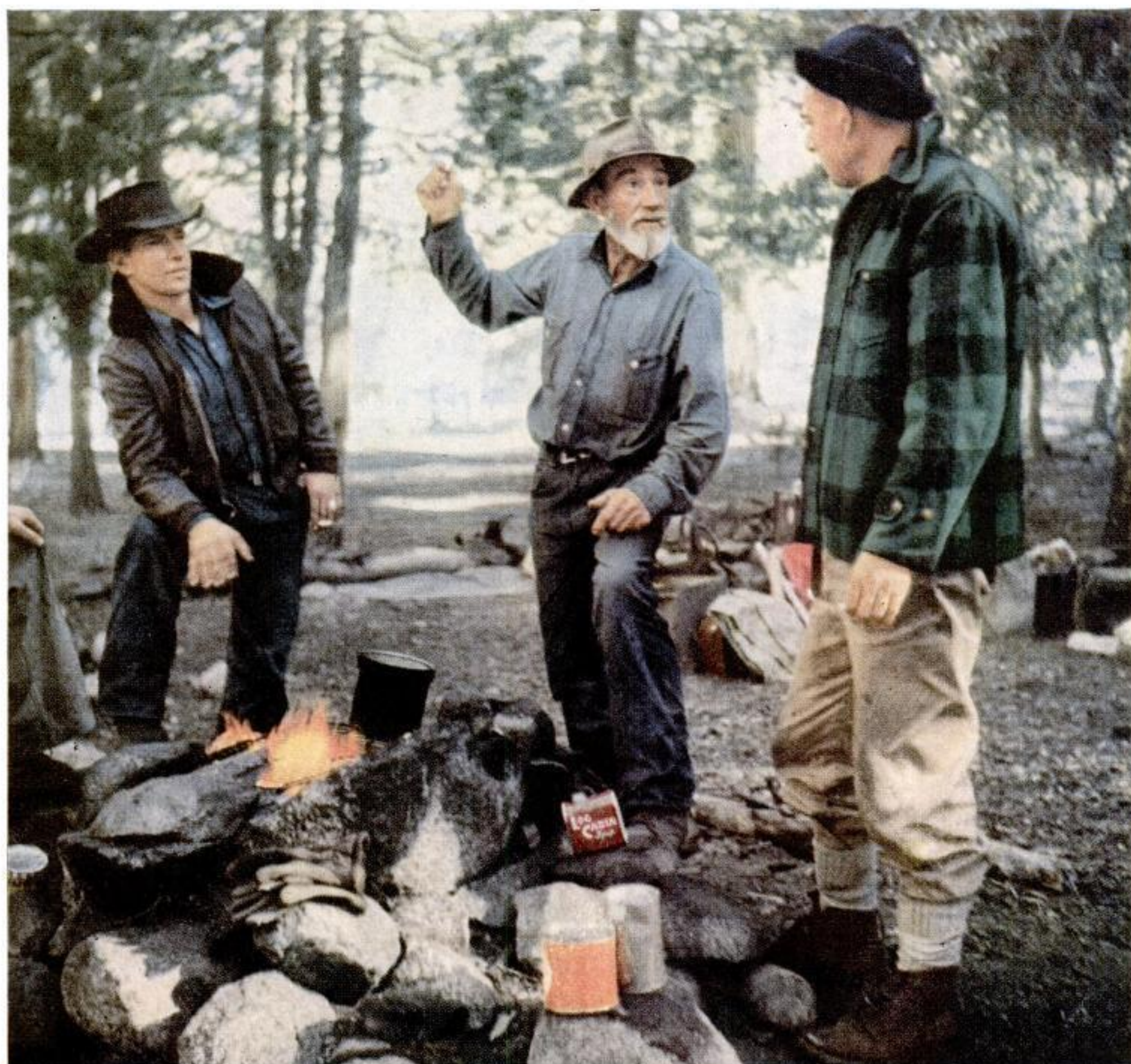
backlash and other problems and enables fisherman to cast up to 100 feet instead of usual average of 60. The sparkling blue of the water indicates that it is deep.

CONTINUED ON NEXT PAGE



IN THE COLD BLUE DAWN at 4:30 a.m. the party sleeps at Junction Meadow (elev. 8,000 ft.). Their cocoon-type

sleeping bags are light enough to carry easily over rough country and warm enough to withstand the 10° cold.



AT BREAKFAST TIME, two hours later, bearded Ben Lovrin stops in to pass the time of day with McDermid

and Andy Tarailo (left), the party's 18-year-old packer. An old guide, Ben works for the National Park Service.

DESCENDING TREACHEROUS GRANITE SLOPE, FISHERMEN HEAD TOWARD DEEP BLUE OF AN UNNAMED LAKE →





Royal

Amazing new "Magic" Tabulator! Sensational new Carriage Control! Extra "Personalized" Key found on no other typewriter! 17 timesaving features!

You need take only one look and you will say, "This is it! The new Royal Standard!"

Try it, and you'll know you're right. For this typewriter not only *looks* like tomorrow, it *performs* that way.

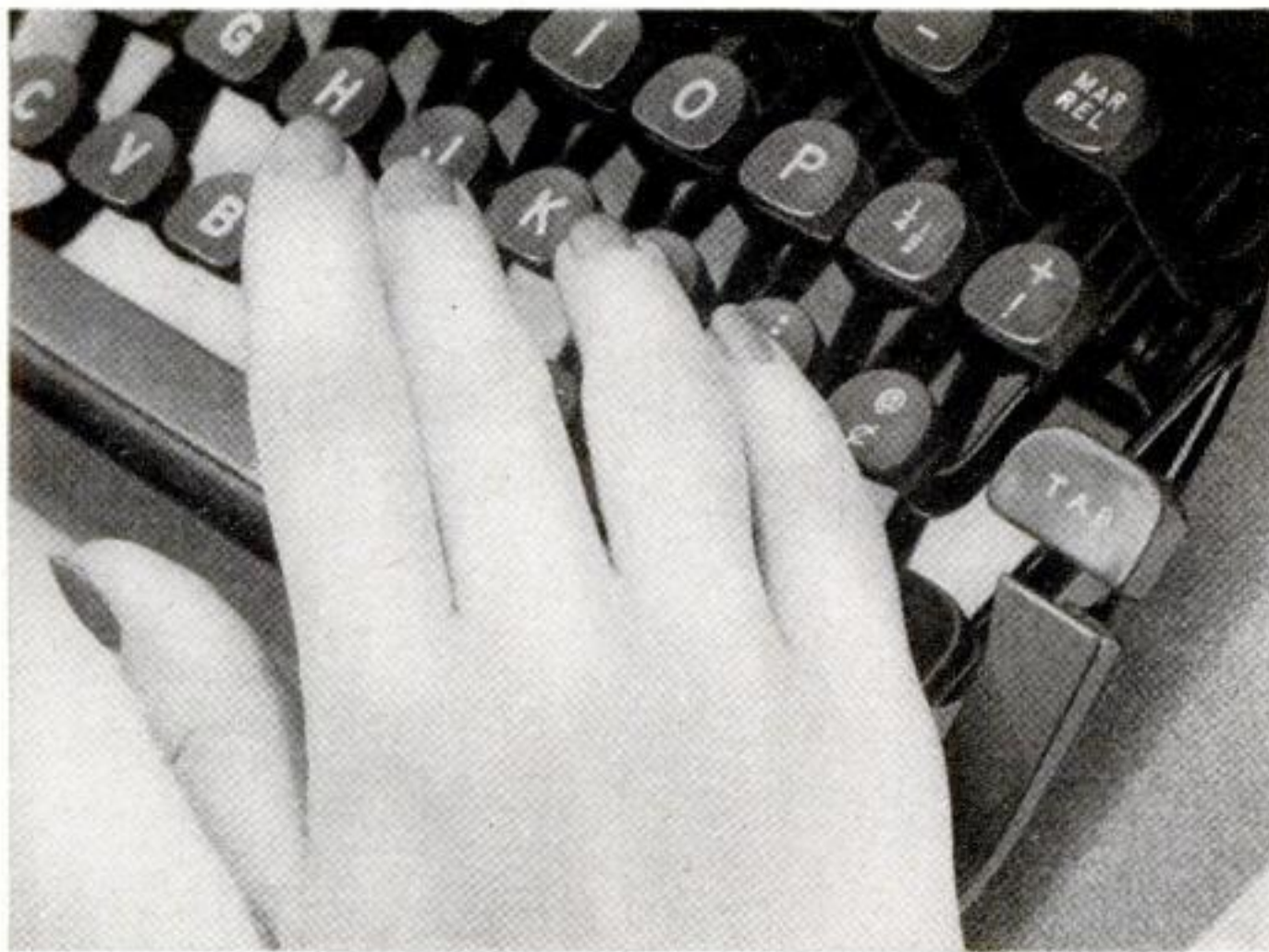
In addition to an improved "Magic" Margin to make margin settings even easier than ever before, the new Royal Standard has a host of *new* and *exclusive* features! Not gadgets! But helpful, timesaving conveniences—each one designed with the operator in mind!

So, what are you waiting for? You can have a free office trial of the new Royal Standard Typewriter simply by calling your local Royal representative. Call him *now*!

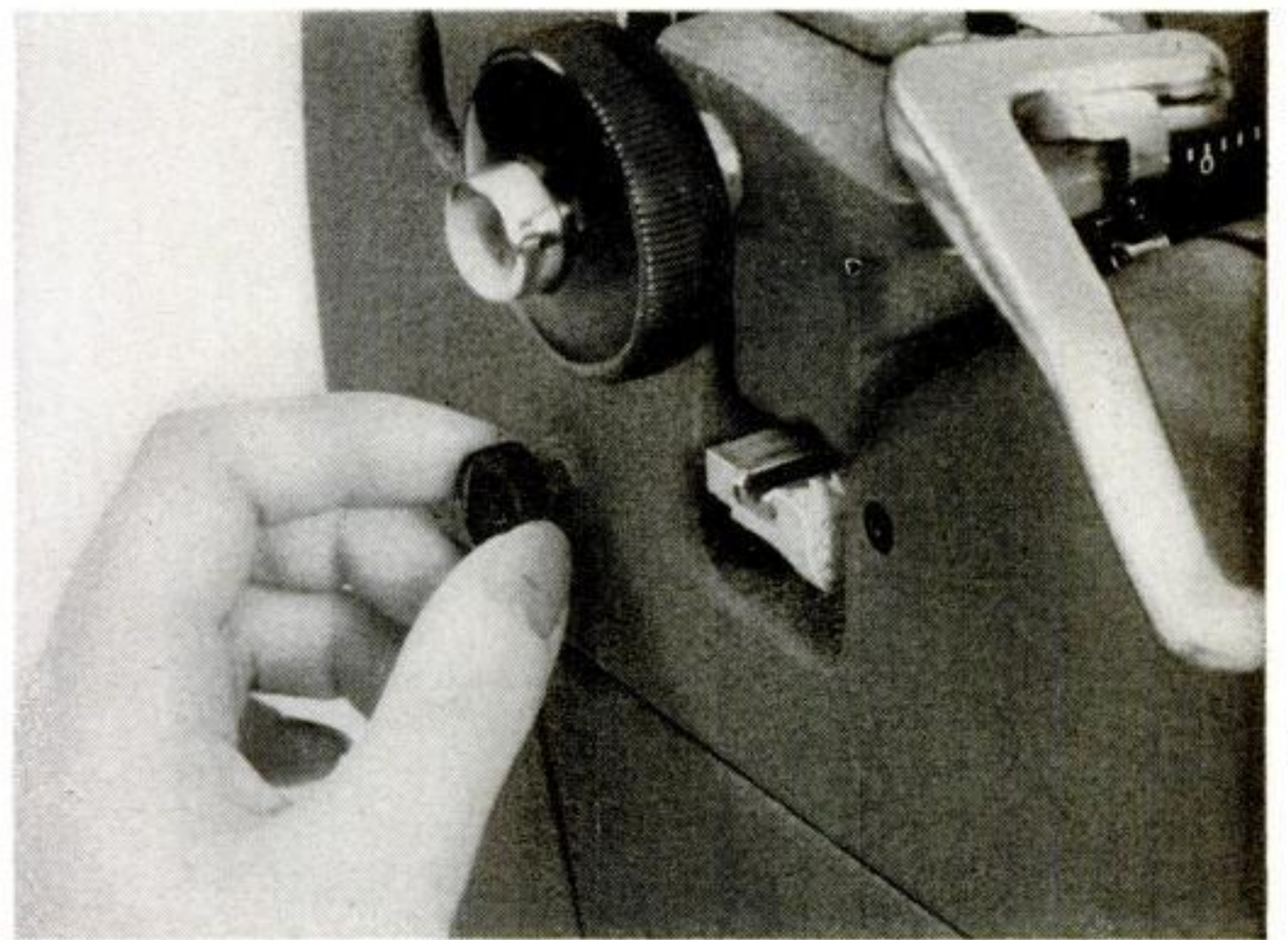


See the Wonderful

announces the greatest new typewriter of all time!



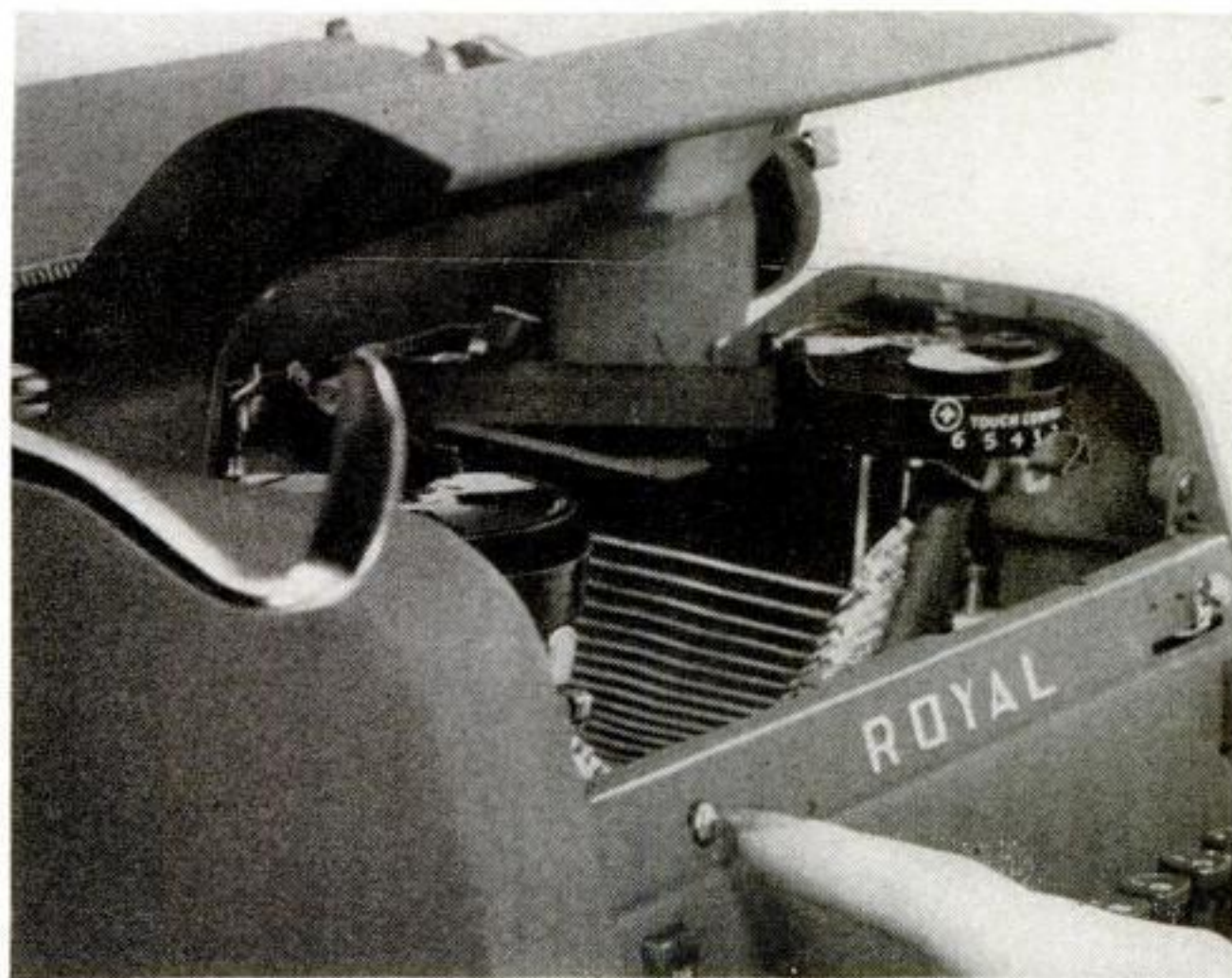
1 **"Magic" Tabulator**, a new, exclusive feature which allows the secretary to operate tab with either finger or palm *without* moving her hands from the guide-key positions.



2 **Carriage Control**, a new, exclusive feature which lets the secretary suit the carriage tension to her needs. Just a flip of the knob does it! No need to call in a repair man!



3 **Extra "Personalized" Key**. At no extra cost—a 43rd key with your choice of 3 combinations shown. Or, at slight extra charge, any other combination of symbols.

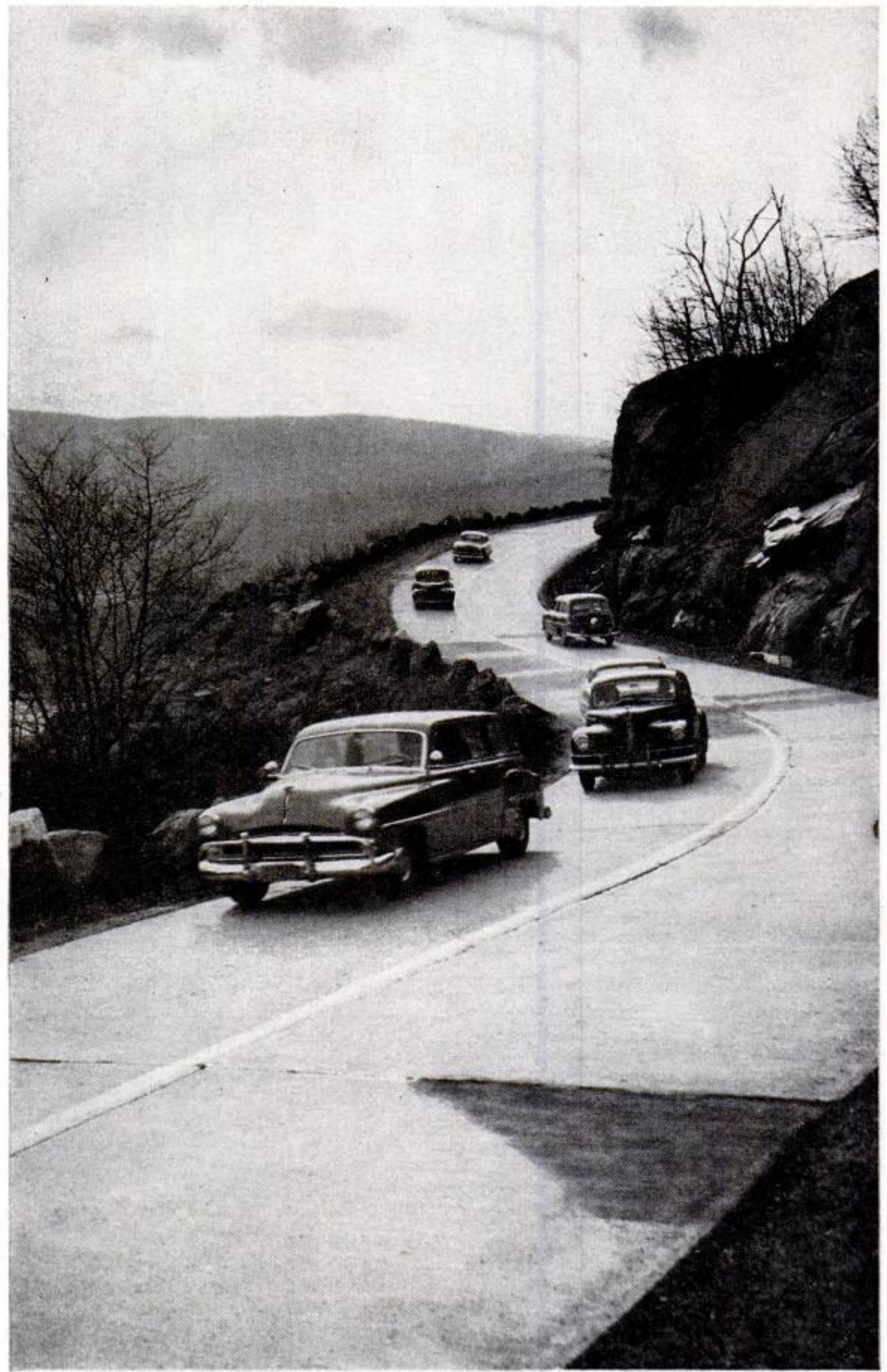


4 **New Time-Saver Top**. Look at the convenience here! "Touch Control" within easy reach. Easy-to-get-at spools for ribbon-changing. Press button . . . it's all instantly accessible.



New Royal Standard Now!

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.



Which would you call a death trap?

THE road at right, curving sharply around the side of a hill, *looks* more dangerous than the straight, flat highway at left.

But it isn't. The straight road is by far the worse death trap!

In fact, automobile accidents on straight stretches of highway outnumber accidents on the curves by more than two to one.

Altogether too few drivers, it seems, can resist the temptation to speed on the straightaway. And speeding results in crack-ups—a mounting toll of life-destroying, property-destroying accidents.

There can't be a policeman along every mile of highway to stop this speeding. But there *can* be a careful driver behind every steering wheel. And careful driving, with meticulous regard for the speed limit, will pay off not only in lives

saved and injuries prevented, but in money you *don't have to spend*. For, increased costs of automobile insurance are the direct result of the increased number of automobile accidents.

PUBLISHED IN THE INTEREST OF HIGHWAY SAFETY BY

The Travelers

HARTFORD 15, CONNECTICUT

The Travelers Insurance Company, The Travelers Indemnity Company, The Travelers Fire Insurance Company, Hartford 15, Connecticut. Serving the insuring public in the United States since 1864 and in Canada since 1865.



USING HIS NEW "THUMB," LIEUTENANT CAMPISI FIRES A COLT .45. BEFORE FINGER TRANSPLANT, WEAPON'S KICK WOULD HAVE KNOCKED IT FROM HIS HAND

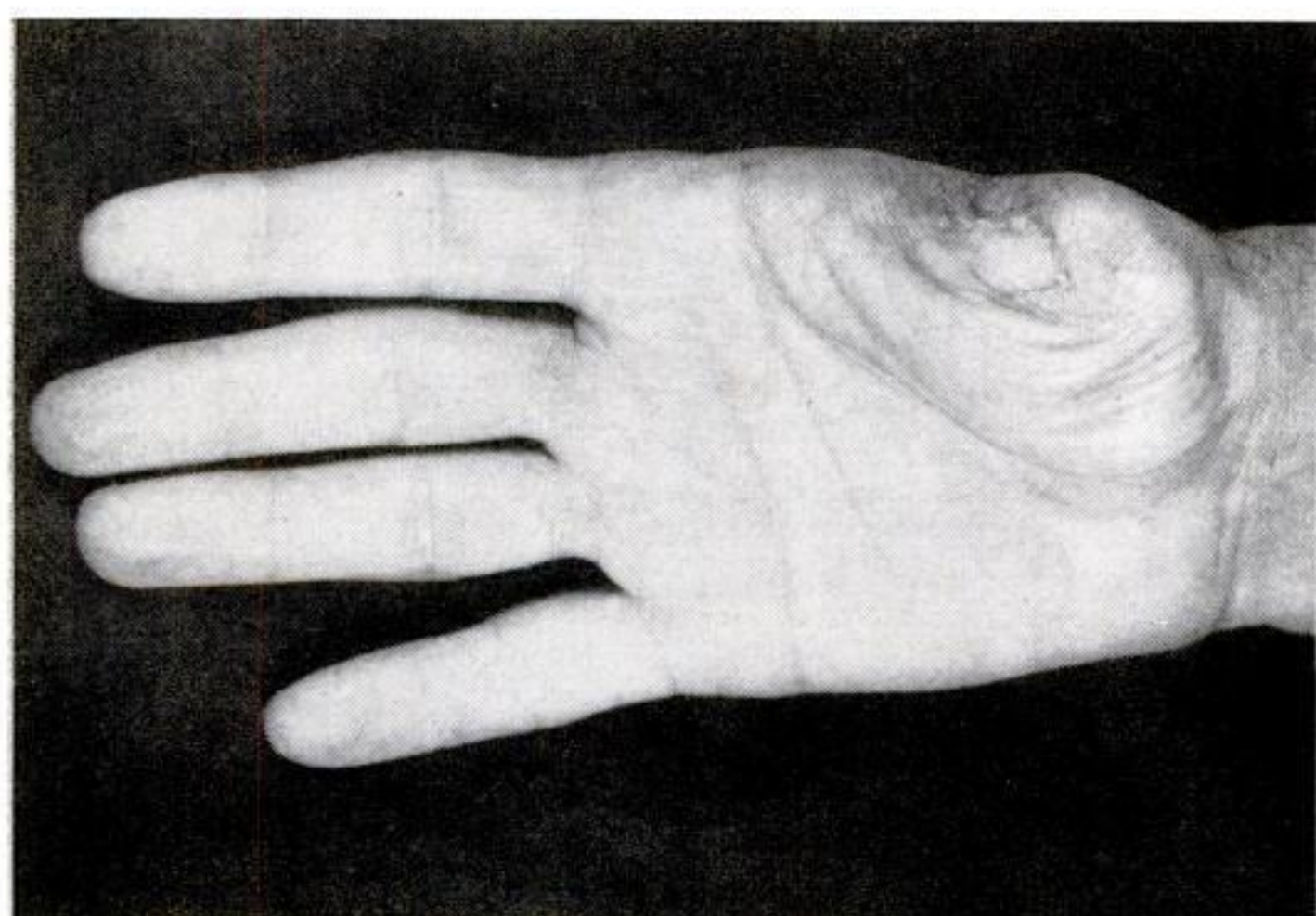
WOUNDED SOLDIER GETS A NEW THUMB

For a man with no thumb, firing a heavy automatic is virtually impossible. But two weeks ago Lieut. Orlando Campisi (*above*), a thumbless Korean veteran, picked up a Colt .45 and placed two bullets side by side in a piece of paper 30 feet away. This skillful shooting was made possible by a rare operation in which Campisi's index finger was made into a thumb.

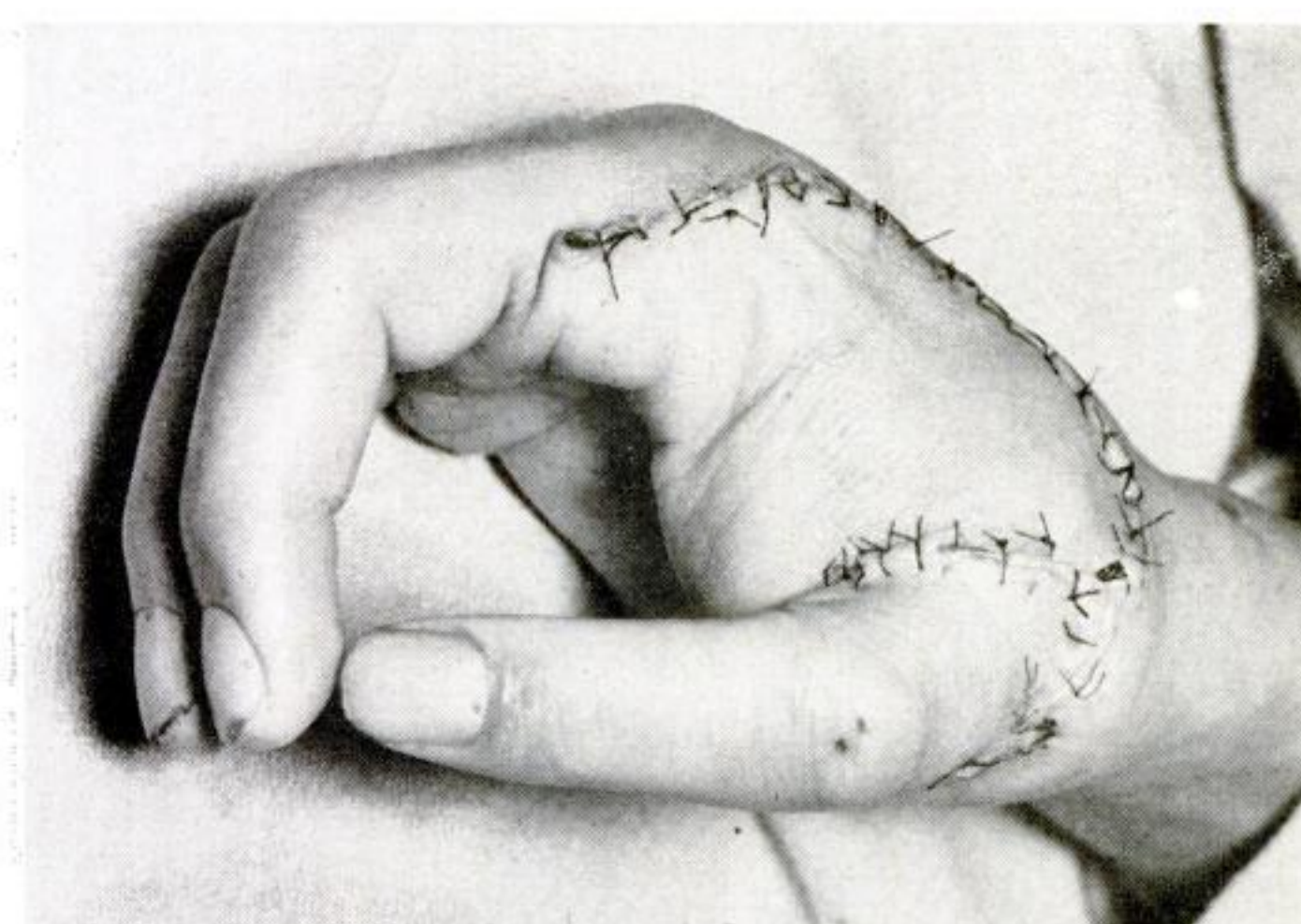
Though all four of Lieutenant Campisi's

fingers functioned, the lack of an opposable thumb made his hand almost useless for grasping objects. The operation to correct this deficiency was performed at Valley Forge Army Hospital by Lieut. Erle Peacock, who, with other doctors, perfected the "finger transplant." Using the delicate instruments of eye surgery, Dr. Peacock first removed the section of bone between the base of Campisi's index finger and

wrist. Next he cut away surrounding tissue until the finger was held only by tendons, blood vessels and nerves. With these still attached, he moved the finger over to the stump of the thumb and wired it there. Finally he sewed up the wound. Two weeks later Campisi, who had preferred being repaired to being retired on 50% disability pay, flexed his new thumb. Next month he expects to return to active duty.



MUTILATED HAND is shown above. Campisi lost his right thumb last August during an attack on Hill 773 in Korea. A 50-cal. machine gun bullet cut it off.



NEW "THUMB" is shown in place. Finger was cut off between its second and third joints, wired to the segment of bone left below the thumb's second joint.



Use new *WHITE RAIN* shampoo tonight—tomorrow your hair will be sunshine bright!



It's like washing your hair in softest rain water! This new gentle lotion shampoo pampers your hair... leaves it soft as a cloud, bright as sunshine, and so easy to care for!

CAN'T DRY YOUR HAIR LIKE HARSH LIQUIDS

CAN'T DULL YOUR HAIR LIKE SOAPS OR CREAMS



Fabulous New **Lotion Shampoo** by Toni

New Thumb CONTINUED



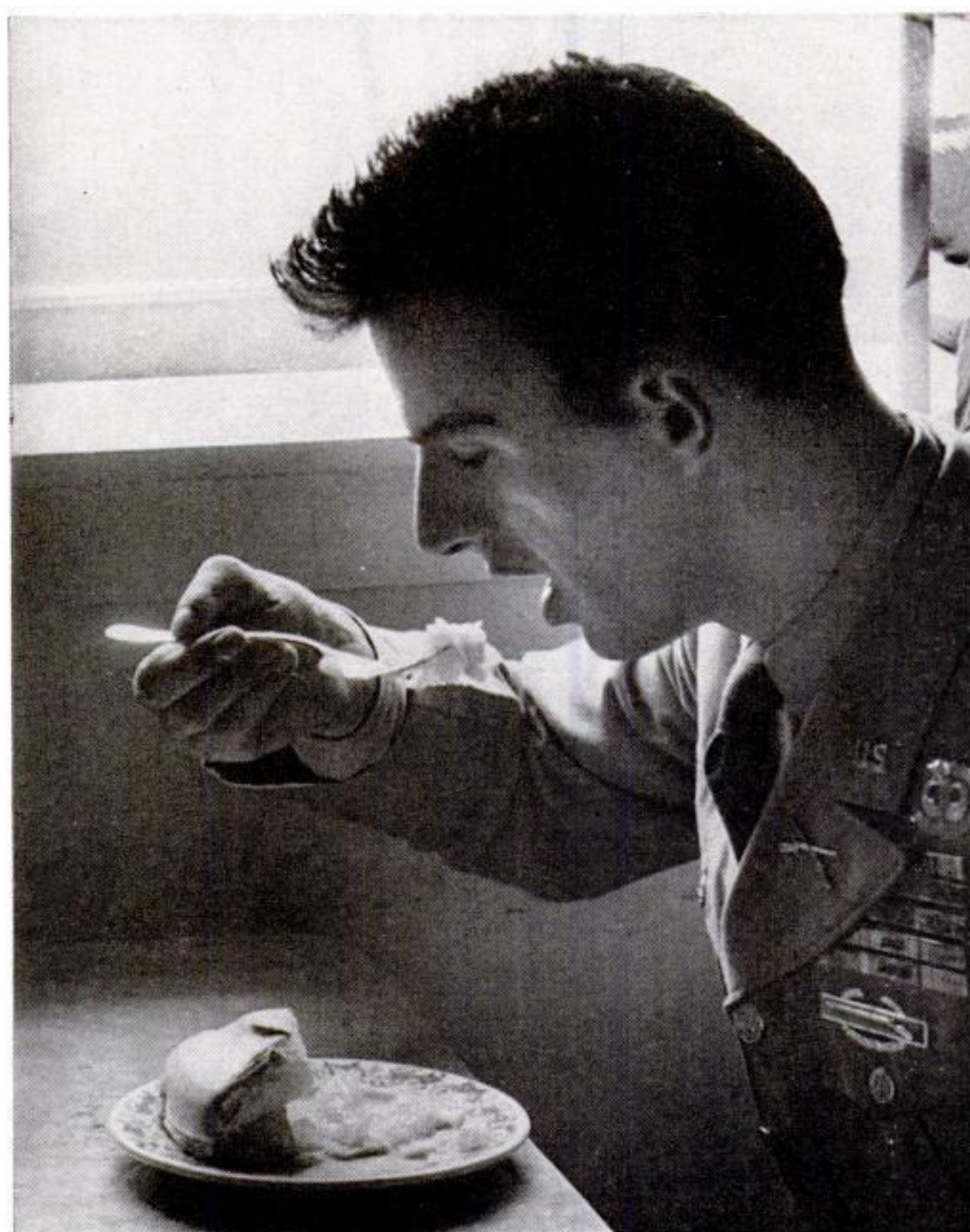
TYING SHOES, Lieutenant Campisi shows how smoothly his new thumb executes complex motions.



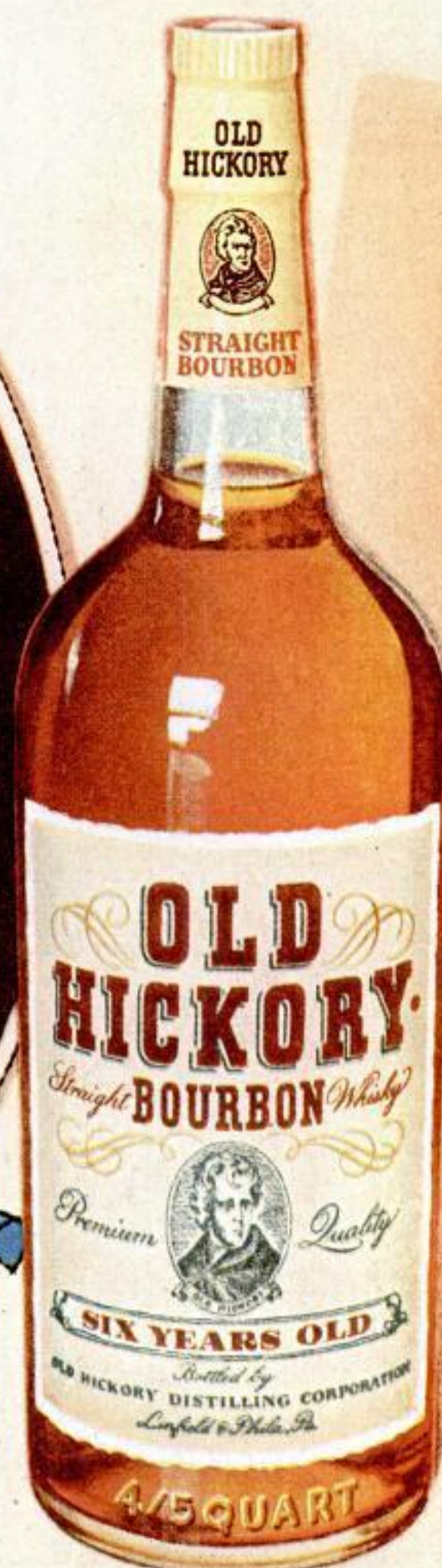
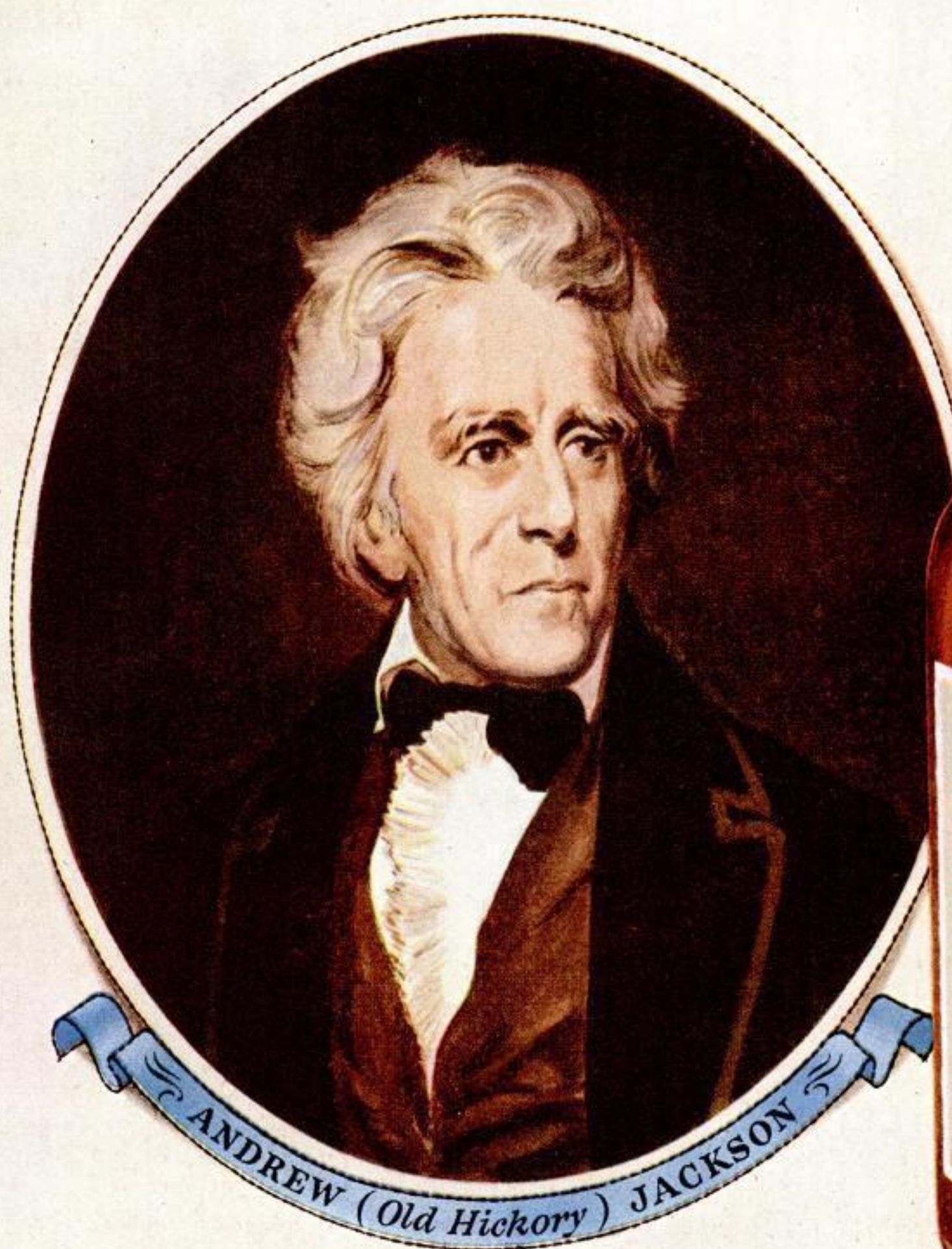
WRITING NOTE, the thumb assumes a natural position although it still becomes cramped quickly.



HOLDING GLASS, formerly difficult, is now easy for Lieutenant Campisi. He can also wind a watch.



EATING PIE, Campisi shows his new-found facility with a fork. A Regular Army man since 1942, he received a promotion just before he was wounded.

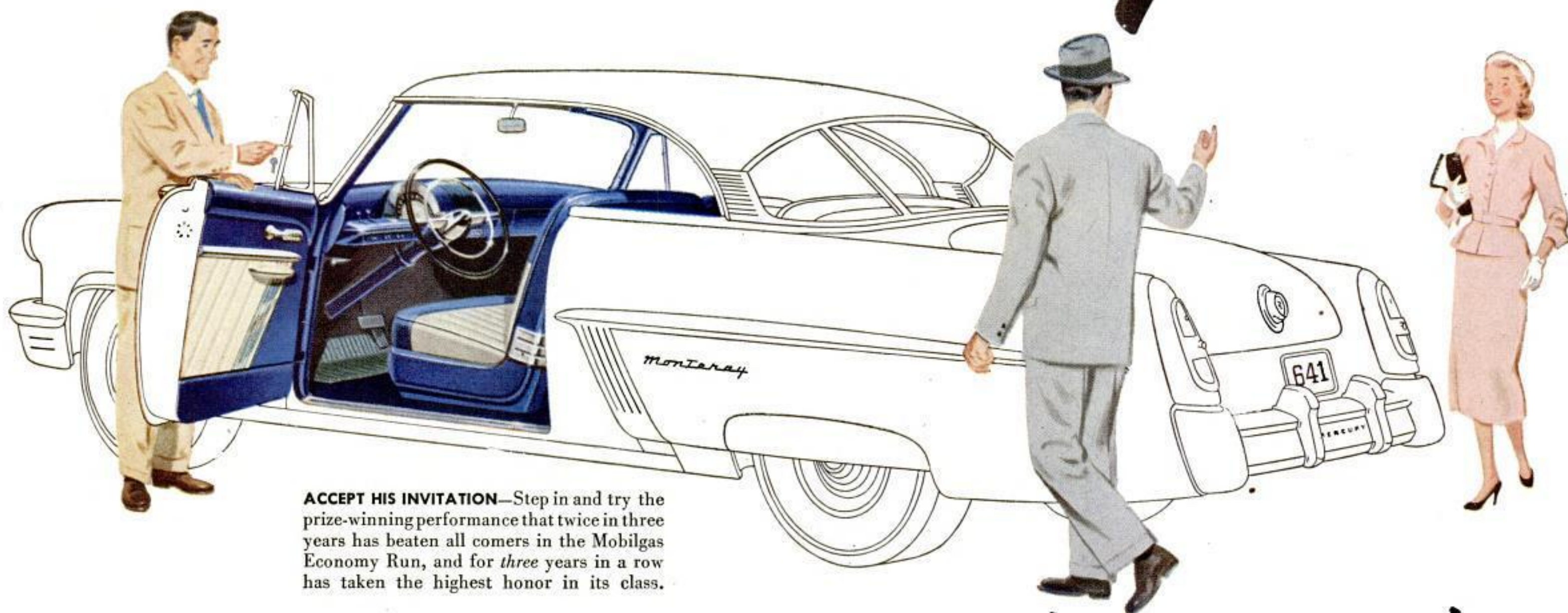


Now
6 years
old

The EXTRA YEARS enhance the
great Bourbon Taste of

**OLD
HICKORY**
STRAIGHT **BOURBON** WHISKY

One Look says—



ACCEPT HIS INVITATION—Step in and try the prize-winning performance that twice in three years has beaten all comers in the Mobilgas Economy Run, and for *three* years in a row has taken the highest honor in its class.

You've just got to drive it!



Standard equipment, accessories, and trim illustrated are subject to change without notice.
White side-wall tires optional at extra cost.

And one drive shows you why it won the Sweepstakes prize—out-performed all other cars in Mobilgas Economy Run

One day soon you and your wife owe it to yourselves to take a good look at Mercury.

Your eyes will sweep along that fresh Forerunner Styling—makes other "new" cars seem out of date. Then—you'll *have* to get in, both of you. You'll have to see if the performance is as exciting as the beauty. And that's when

the man says, "It's your move, folks."

And you really *do* move. For at your command is the thrifty, stepped-up V-8 that sets the pace for others to follow—the Mercury that has never been beaten in its class, and has twice taken the measure of *all* cars entered in the Mobilgas Economy Run.

But if the lady at your side isn't as interested in the power as you are—if she keeps talking about the big wide windows and the rich interiors—just say: "Name your model and your colors, dear—can't keep the dealer waiting!"

MERCURY DIVISION—FORD MOTOR COMPANY

IT'S
HOT—

MERCURY

"America's No. 1
Economy Car!"



MAKE-UP NOOKS in Pamper House are always full of women fixing faces. They pay 10¢ for capes.

Pamper House

WOMEN HELP SELVES TO BEAUTY AT QUARTER ADMISSION, DIME AN ITEM



TANYA PITT, creator of club, personally interviews, screens members.

A brand new idea in beauty salons with beauty served cafeteria style opened on Fifth Avenue at 48th Street recently and became an immediate success with New York's working women and shopping suburban housewives. At this unique club, in which a yearly membership costs \$1, members can take a shower, wash their hair, give themselves a manicure or a home permanent, freshen their make-up, change their clothes or just drop in to read or watch television in the modern lounge, or to rest in the quiet alcove. Each visit to Pamper House costs 25¢. A dime is the fee for almost every service or item (*following pages*). Five trained beauticians are on hand to give free advice about hair styling and make-up, and to help customers help themselves. They assist with home permanents, roll the hair in back—almost impossible to do alone.

Pamper House is the idea of a Parisian named Tanya Pitt (*left*). A successful model, she was sent to the U.S. on a publicity tour in 1949 and liked the country so well that she brought her four children over and settled in a New York suburb. As a hard-working model commuting to the city, Tanya longed for a place in town where she could freshen her make-up or shower before an evening party. Thinking that other working women must feel the same, she got backing for Pamper House and opened the new beauty club. Business is so brisk, with 3,000 women a week coming in, that Tanya plans other Pamper Houses in Manhattan, Chicago, San Francisco and Washington.



SNACK BAR makes it possible for working women to eat lunch while drying their newly set hair.



SHOWER costs member 10¢ for shower booth, soap and dressing room, towel another 10¢. Pamper House has four showers, a maid in attendance. Tanya Pitt has option on extra space, hopes to install pool.



HAIRWASHING booth costs 10¢ for 15 minutes; most washers scrub and rinse two dimes' worth. Enough cream shampoo for wash is a dime. Women bring own bobby pins for setting hair or rent clips, 20 for 10¢.



MANICURE costs 30¢, towel 5¢, polish rack to steady finger, 5¢. The 30¢ includes cuticle and polish remover, choice of nail color, file, scissors, implements, lotion. Beautician will give advice about nails.

SHOWERS, SHAMPOOS, SETS AND SCENTS



HAIR DRIERS COST 10¢ FOR 15 MINUTES. SOME POODLE CUTS DRY BY END OF FIRST DIME. MOST HAIR TAKES TWO



PERFUME SPRAY costs 5¢ for a shot of Lenthier's Tweed or Yardley's Lavender, 10¢ for Chanel No. 5 or Dana's Tabu. Most members use perfume machine on every visit. Machine is one of first in use.



LOCKER SECTION has storage units where women can leave packages or an evening dress for later change. Locker costs 10¢ a day. Coat rack is 10¢ too. Large package may be left with attendant for 10¢.

CONTINUED ON PAGE 64

YESTERDAY

the Flat Top Can seemed a big improvement over older coffee packages that weren't air-tight. But the Flat Top Can wasn't always air-tight, either. Too often you'd get a "leaker" can that had leaked air in to rob coffee flavor. Since you couldn't test it for freshness, you "took your chances."



Lucky day...Lucky you!

Now you can test for fresher coffee before you buy!



TODAY

you're sure this coffee's fresher: you can test this Dome Top Can! Chase & Sanborn is packed oven-fresh...flavor-rich...under pressure! You can test to be sure every can is fresh. Just press the Dome Top. When it's firm, it's fresh. If top clicks, the pressure's gone... take another. You'll be set for the freshest, tastiest cup of coffee you've ever enjoyed!

**"PRESSURE
PACKED"**

Chase & Sanborn

WITH PRESSURE IT'S FRESHER



*America's First Gin**
is America's Best Gin!



**BEST FOR MIXING - BEST STRAIGHT
BECAUSE IT'S THE GIN THAT
GIVES YOU *All 4***

★ *Quality* ★ *Smoothness*
★ *Taste* ★ *Mixability*



FLEISCHMANN'S GIN

*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

PAMPER HOUSE CONTINUED



SUBURBAN HOUSEWIFE, in town to shop for imminent heir, stops at Pamper House to rest her feet, look over her purchases, decides to return two.



RELAXING CHAIRS are free to use. Business girls often stop here for a quick nap after lunch in the snack bar or for a rest before an evening date.



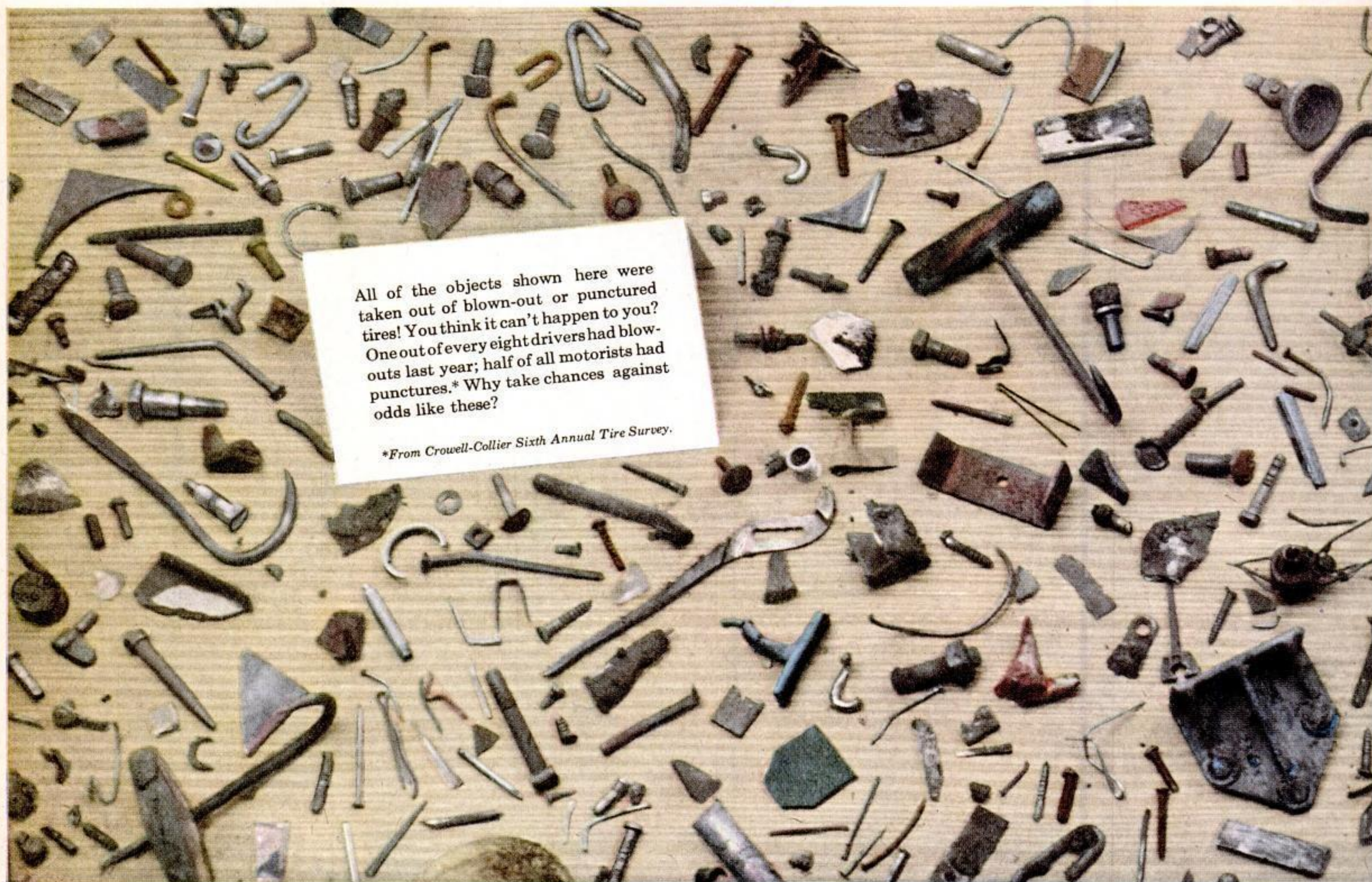
RECEPTION ROOM makes a convenient place to meet husband or a date. Here member who sings in nightclubs meets partner before auditioning show.

No old-hat medical claims...

For a **TREAT**
instead of a **TREATMENT**
smoke
Old Gold



Here's a bee for your bonnet:
No other leading cigarette is
less irritating, or easier on the
throat, or contains less nico-
tine than Old Gold. Who says
this? Not Old Gold. This con-
clusion was established on
evidence by the United States
Government.



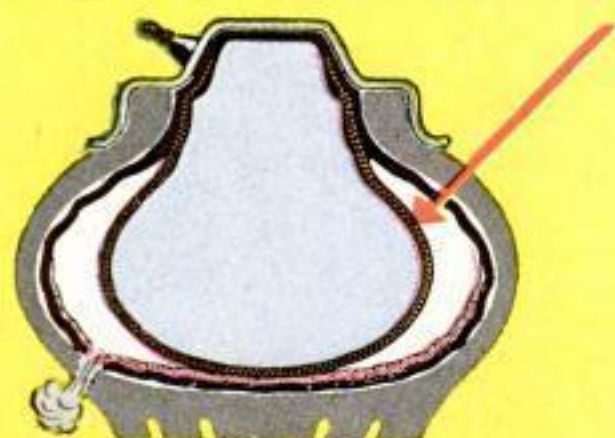
All of the objects shown here were taken out of blown-out or punctured tires! You think it can't happen to you? One out of every eight drivers had blow-outs last year; half of all motorists had punctures.* Why take chances against odds like these?

*From Crowell-Collier Sixth Annual Tire Survey.

All these have caused There's only one low-cost w

**ONLY THE LIFE GUARD DOUBLE AIR-CHAMBER PRINCIPLE IS COMPLETELY
SAFE AGAINST ALL BLOWOUTS!**

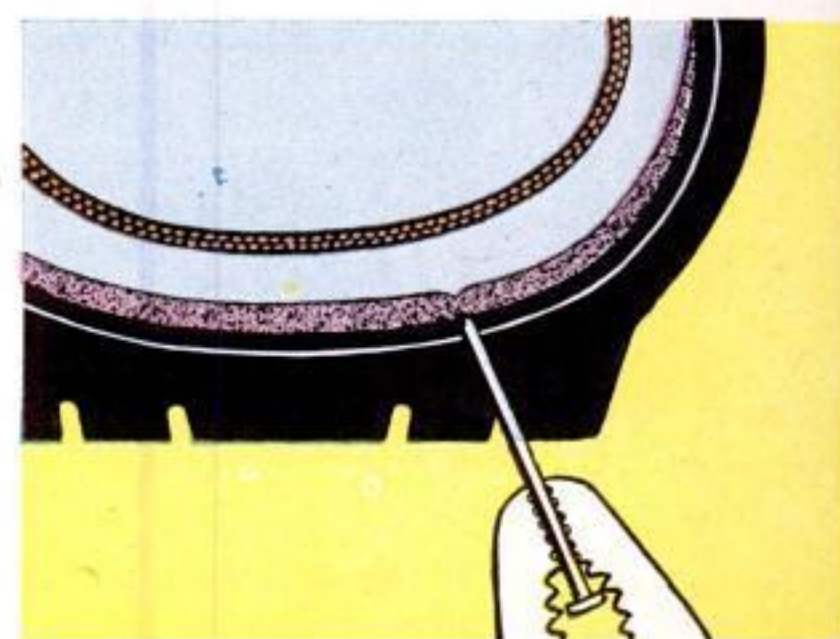
LIFEGUARD double air chamber



1. When the conventional single-chamber tire hits something like that angle iron above, you can have a blowout that will drop your wheel to the rim in a split second. And puncture-sealant alone won't prevent it. You'll be fighting for control with all your strength and skill!

2. But with LifeGuards in your tires, you'll have a lifesaving reserve of air in the *inner* chamber. You'll come to a safe, controlled, straight-line stop. In 17 years, in millions of miles of driving, we know of no case of failure of the LifeGuard principle in a blowout.

**THE NEW LIFE GUARD SAFETY TUBE
WITHOUT**



NEW LIFE GUARD SAFETY TUBES



blowouts or punctures!

way to protect against all!

SAFETY TUBE SEALS PUNCTURES LOSS OF AIR!

You'll forget what changing a tire is like when you have New LifeGuards in your tires. If you should get a puncture you *won't* get a flat. For this tube mends its *own* punctures. When you pick up a nail or other puncturing object, the puncture-sealant (a layer of gum rubber) automatically seals hole without loss of air pressure.

And these New LifeGuard Safety Tubes hold air more than 5 times longer than natural-rubber tubes.

THE ONLY 100,000-MILE RE-USABLE PROTECTION!

Saves you 20% to 43% per wheel! This is the only protection against both blowouts and punctures that doesn't wear out when your tires wear out! You spread the cost of the New LifeGuard Safety Tubes over 3 or more sets of tires for 100,000 miles or more of blow-out-safe, puncture-safe driving. Thus you save 20% to 43% per wheel!

You can use them in your present tires. You can have proved, complete blowout and puncture protection *now* for the price of the tubes alone. If your tires are still good, just tell your Goodyear dealer to equip them with a set of New LifeGuard Safety Tubes.



Get Goodyear tires for the longest mileage, the safest mileage, the most comfortable ride on wheels. And equip them with New LifeGuard Safety Tubes for blowout-safe, puncture-safe, carefree motoring.

by **GOODYEAR**

LifeGuard, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



PLEASANT MOMENTS IN SPORTS

CRAIG WOOD CONQUERS HIS JINX

Craig Wood was known as the "bridesmaid" of golf until the National Open in 1941. He'd come so close so often, yet never walked home with the cup. Fate seemed to be dogging Craig again when he turned up for the Open at Fort Worth with a badly sprained back. But strapped in an iron corset and plagued by rain-

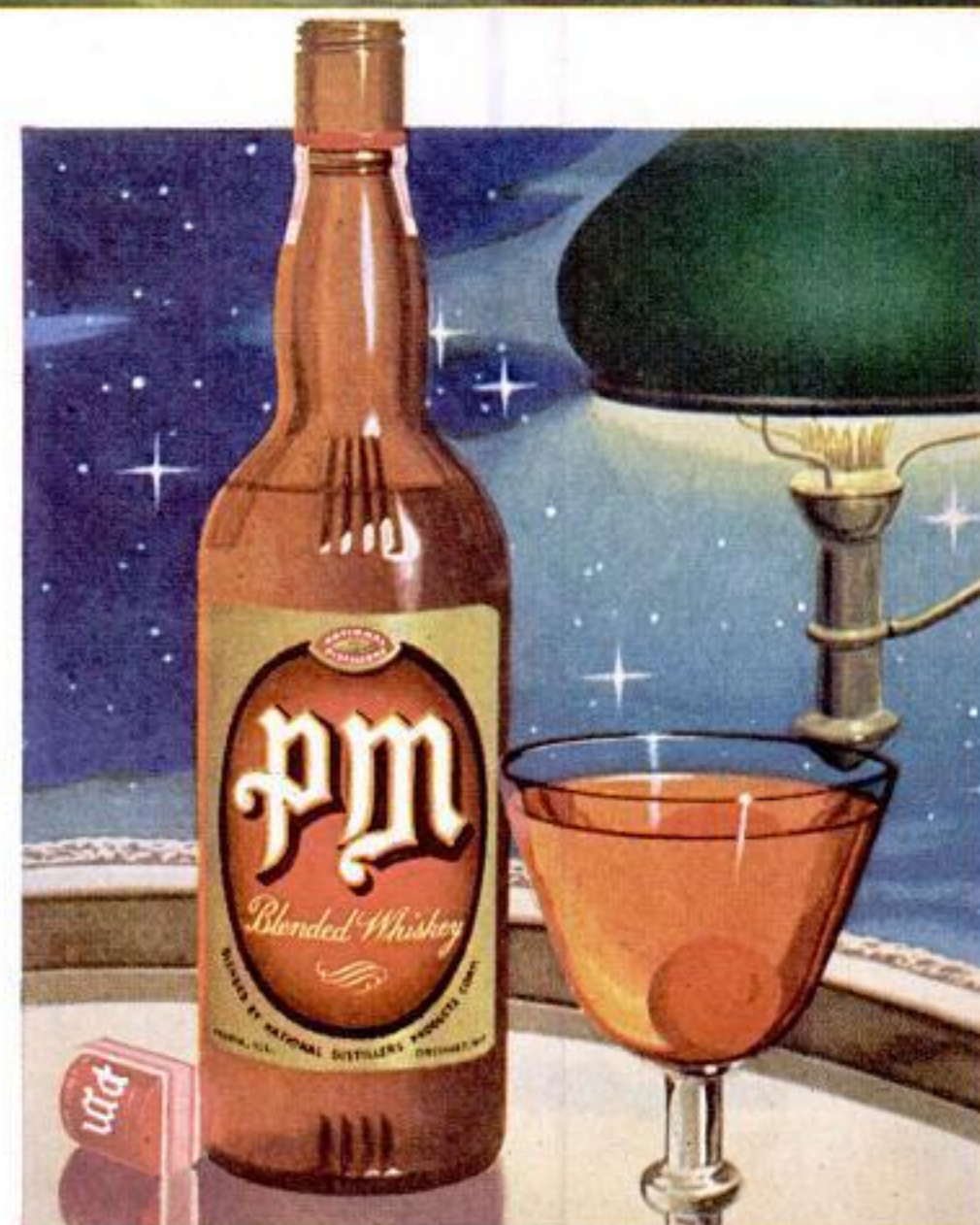
soaked fairways, he played the game of his life.

When he hit the last green he was two strokes ahead of the pack. He could play it safe and win easily. But that wasn't Craig Wood's way. Instead, calmly squinting at the roll of the green, he curled a long slow forty-foot putt squarely into the cup to finish like a true champion.

for your **P**leasant **M**oments

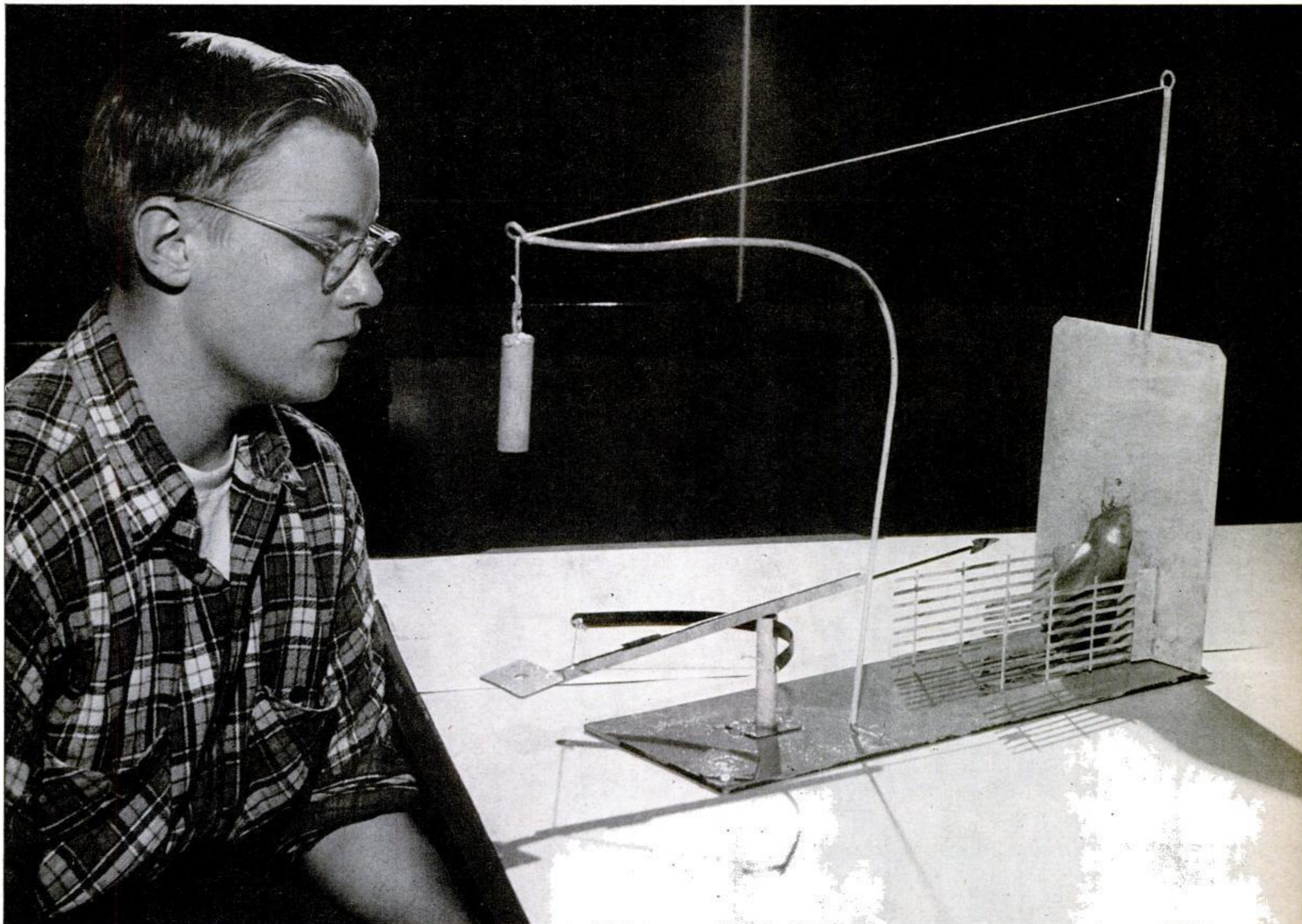
ask for **PM** tonight

FOR THE MELLOWEST MANHATTAN you've ever tasted, use one part of any fine sweet Vermouth and two parts of PM. You'll find PM so light, so mild, so smooth that it makes *any* drink taste better!



© 1952, NATIONAL DISTILLERS PRODUCTS CORP., NEW YORK, N. Y. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

THEY ALL TRIED TO BUILD A BETTER RATTRAP



RAT STANDING UP TO GET BAIT TRIGGERS ARNOLD KNOPF'S TRAP. A WEIGHT FALLS, RELEASING CROSSBOW WHICH SHOOTS ARROW INTO THE RAT'S BACK

YOUNG INDIANA INVENTORS DISPLAY INGENUITY BUT NO PATHS ARE BEATEN TO THEIR DOORS

Hammond, Ind., an industrial city, has a population of 90,000 humans and about 30,000 rats. Although this is only one third rat per person (not as high an average as in most U.S. cities), the Hammondites are particularly finicky and fastidious. Over the past years they have scrubbed their city so hard that they have won two first places in the nation-wide clean-up, fix-up and paint-up campaign.

This year, Hammond decided really to go after the rats as well as the junk piles. Prizes were offered to schoolchildren for inventing new kinds of rattraps, and an extermination program was launched behind the slogan, "A rat removed is a city improved." The rat-killing devices built by the Hammond children, shown here and on the following pages, were not exactly models of efficiency, but fortunately for the young inventors they were judged for imagination and not on whether they could actually catch a rat.



INVENTORS are shown with traps, which were put on public exhibition. Judges considerably gave honorable mentions to those who did not win prizes.

*If sweet soft drinks
leave you thirsty...*



Switch to SQUIRT Never an after-thirst

*Fresh, clean taste as you drink Squirt...
Fresh, clean taste after you drink Squirt...
Never an after-thirst!*

Yes, if sweet soft drinks leave you reaching for a
water-chaser, then Switch to Squirt—the one
soft drink that can say and prove—
Never an after-thirst!



When you serve mixed drinks,
and when you drink, be smooth about it...
Switch to Squirt, the SMOOTH mixer.

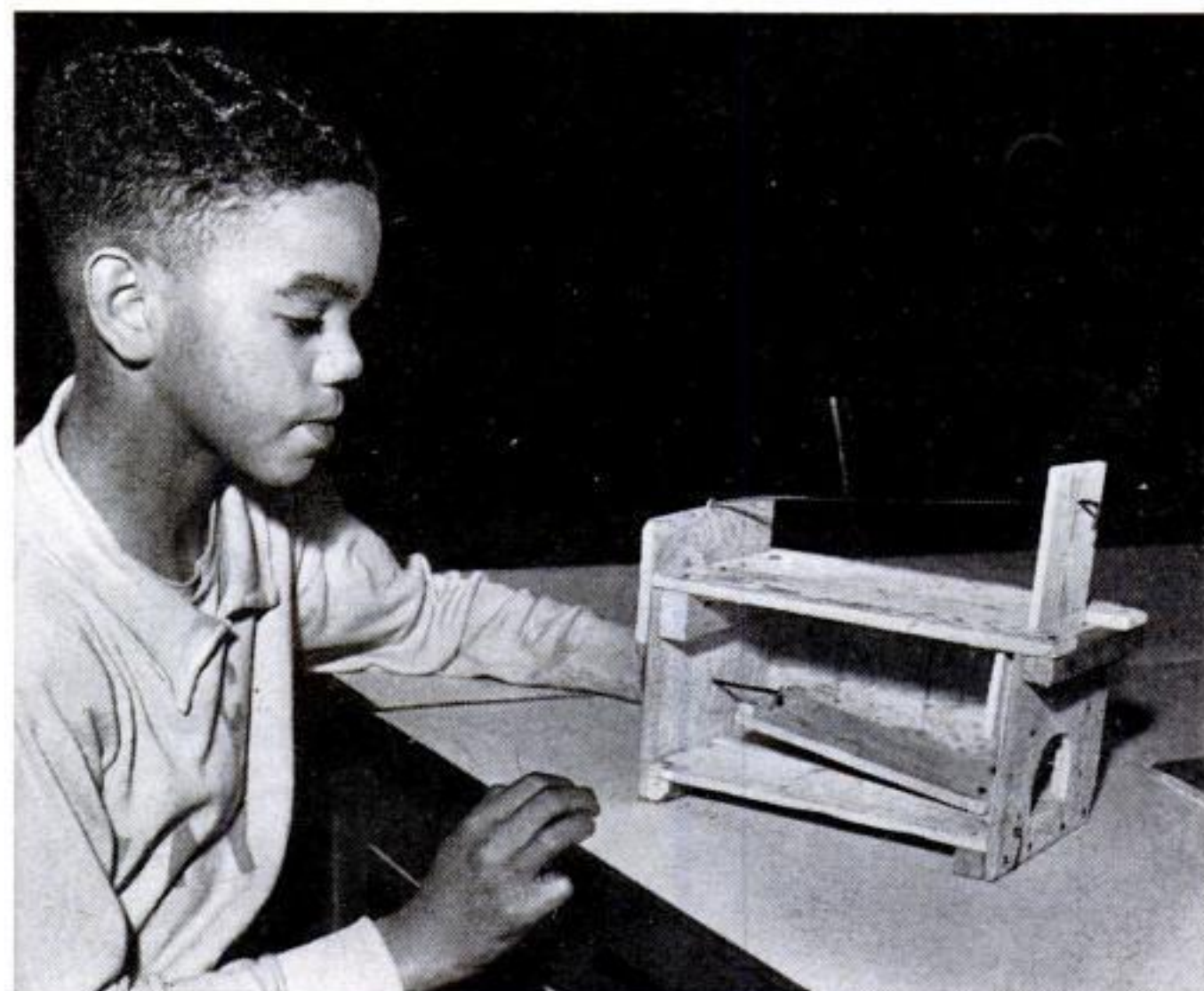
COPYRIGHT 1952, THE SQUIRT COMPANY, BEVERLY HILLS, CALIF.

Better Rattrap CONTINUED

PLAIN AND FANCY NEW DEVICES



PLYWOOD trap, built by Bill Biesen, has a baited platform under opening in box. When rat climbs down to platform it collapses, trapping the rodent.



TRICKY device by Wayne Jenkins has door which closes when rat enters and steps on board. Jenkins took second place in younger children's division.



CIGAR BOX trap by George Pataky is a simple device with toothpick props. If rat slightly jars box in going after bait, props fall and box closes on him.

CONTINUED ON PAGE 72

Q. Which of these *Nash* "twins" can save you up to 30% extra on gas?

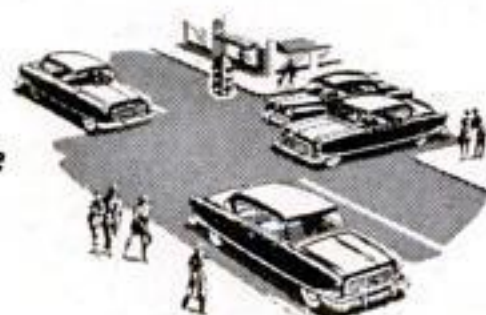


A. It's the one equipped with
B-W OVERDRIVE!



Cuts normal engine vibration 50% for new quiet and comfort.

Makes traffic driving easier. Gets more out of any car.



Powerful automatic "overtake" provides reserve power instantly for safe passing.

Created for the motorcar industry by Borg-Warner, famous B-W Overdrive is the advance-type economy transmission.

Here's a new-car "extra" that saves you money every day. What's more, it actually adds to the pleasure of driving even so fine a car as the Nash Golden Airflyte, brilliant 50th Anniversary model.

As you drive the normal way, the B-W Overdrive *automatically* begins to operate, cutting down engine revolutions. For example, at 30 miles an hour, your engine does 21. Hit 60—it does 42. Far less gas

is burned. Up to 3 miles in 10 you drive are "free". Wear and repair are reduced.

You find, too, a new riding smoothness and restful quiet. And B-W Overdrive makes driving easier! In traffic, with its extra second speed, it practically eliminates shifting. Always you're the boss—on the highway, in passing or tight spots.

Over 4 million owners of 10 leading makes of cars have proved that B-W Overdrive is a sound investment in economy and enjoyment . . . an investment that keeps a car modern and assures better re-sale value.

MAKERS OF STANDARD TRANSMISSIONS, B-W OVERDRIVE AND THE NEW B-W AUTOMATIC TRANSMISSIONS

BORG-WARNER

19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION.



Sure way to stay young...

Command a *New* Chris-Craft!



Exciting, new Chris-Craft 23-ft. Holiday for you with thrilling, new lines in two-tone Philippine Mahogany. Big cockpit, wide stern lounge seat, continuous-flare sides. Speeds to 37 m.p.h. Also available in 19-ft. length.



New, sleek Chris-Craft 31-ft. Express Cruiser for fun on the water! Galley, dinette, toilet. Sleeps 4 in 2 cabins. Single or twin engines, speeds to 32 m.p.h. Folding top, extra. Also, many other new Express Cruiser models.



Chris-Craft 50-ft. Catalina with broad teak Super Sun Deck topside, sheltered aft cockpit. Large main salon, galley, dinette, toilets fore and aft. Sleeps 5 couples privately. Twin or triple engines, speeds to 25 m.p.h.



Flagship of the new Chris-Craft Fleet: magnificent 62-ft. Motor Yacht. Gorgeous interior! Luxurious cruising comfort for 18. Twin or triple Chris-Craft engines or Diesels, speeds to 20 m.p.h. Also, new 54-ft. Motor Yacht.

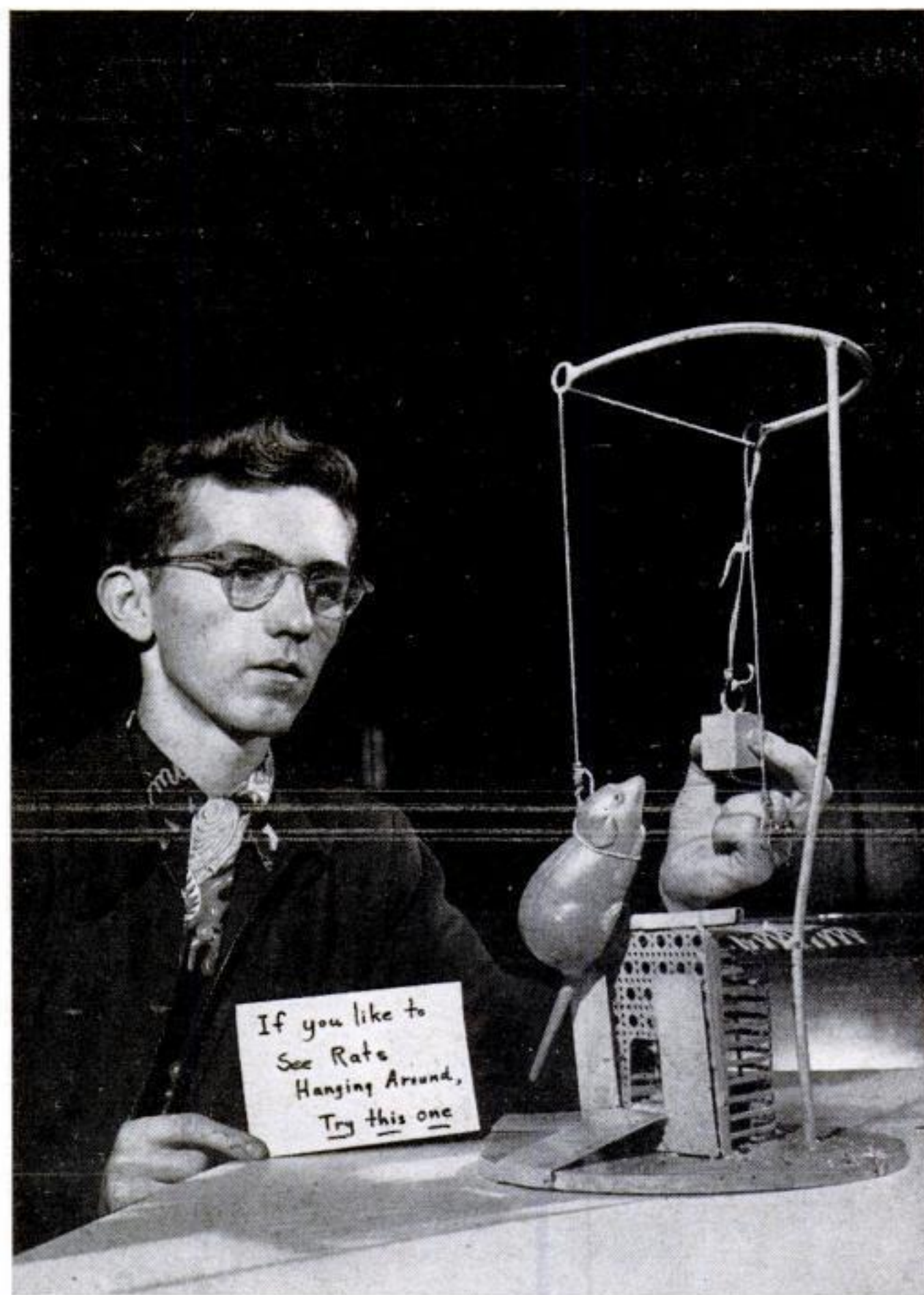
CHRIS-CRAFT brings the thrills and pleasures of boating to YOU! Beautiful new Chris-Craft Runabouts—17 thru 20 ft.; Sportsmen—17 thru 23 ft.; Express Cruisers—22 thru 42 ft.; Cruisers—25 thru 50 ft.; and luxurious 54 and 62-ft. Motor Yachts. There's a new Chris-Craft for every purse and purpose! Take the wheel... command your own Chris-Craft NOW! See a Chris-Craft Dealer today!

Chris-Craft

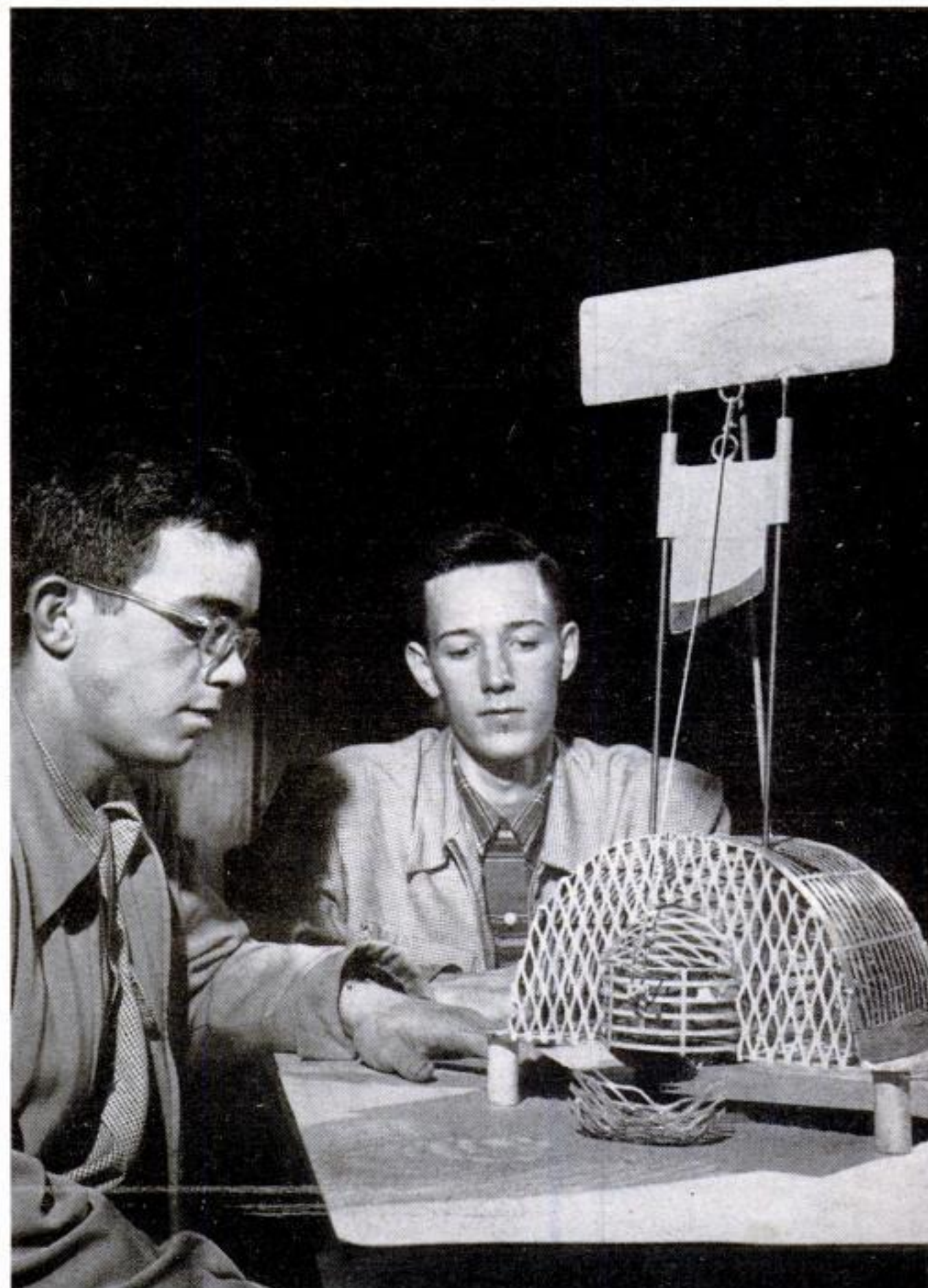
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MOTOR BOATS • MARINE ENGINES • OUTBOARD MOTORS • BOAT KITS
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Better Rattrap CONTINUED



HANG-RAT trap, invented by Jim Olsen, has weight which jerks noose tight around rat's neck after offending rodent has tripped trigger in entering cage.



GUILLOTINE, joint work of Steve Miller (left) and Ed Cox, took first prize of \$8 in older children's group. Device includes a basket to catch rat's head.

Be Light-hearted!

DOUBLE YOUR PLEASURE WITH CARLING'S



Like something extra for your money?

Then join the thousands who are switching to Carling's *Light-hearted* Ale. *Light* as any beer drinker could ever wish for—plus a *hearty* extra pleasure that only an ale can give. Yet, with all its extras, Carling's costs no more than fine premium beer.

*Be Light-hearted...
Stay Light-hearted...drink*

CANADA'S
GREAT ALE
IS NOW BREWED
IN U. S. A. I



CARLING'S *Red Cap* ALE

© 1952 Brewing Corporation of America, Cleveland, Ohio



AT THE START the 19 Class A boats get under way in a light breeze outside Newport, R.I., crossing an imaginary line between Brenton Reef Lightship (*middle right*) and U.S.S. *Douglas Blackwood* (*upper left*), a destroyer escort which followed the fleet to Bermuda. First over line was the 73-foot ketch *Valkyrie*, shown here just off the bow of the noncompeting square-rigged brigantine in left

foreground. Four boats to windward of *Valkyrie* are *Good News*, *Highland Light*, *Sea Lion* (partially hidden) and *Niña*. Directly astern of *Valkyrie* is the famous *Bolero*. Astern of *Bolero* is the 64-foot yawl *Nirvana*, and astern of her is *Baruna*. The middle ship in the group of four to windward of *Nirvana* and *Baruna* is *Ticonderoga*, the scratch ship for the race on which all handicaps were based.



HEADING INTO STRONG WIND, *Ticonderoga's* bow smacks wave as crew members brace themselves and hang on. As the picture was taken Photographer

Peter Stackpole was hanging with one hand, trying to focus on man buried waist-deep in water on the bowsprit and barely visible through spray in background.

To Bermuda the Hard Way

Situation is excitingly normal in famous ocean race—squalls, disorder, discomfort



The biggest, slickest fleet ever to sail in a major ocean race started out on one of the most famous of all ocean races, the Newport to Bermuda run, in a gentle 6-knot breeze. Then things turned normal for the race.

A strong 25-knot wind came up, bringing discomfort and disorder to the fleet of 58 boats. Gear cluttered the decks as 600 crewmen took turns straining at winches and wrestling wet canvas. On board the big ketch *Ticonderoga*, LIFE Photographer Peter Stackpole stood watch when not taking most of the pictures on these pages.

At the end of the approximately 675-mile race through high seas and flat calms, the first boat in was the black-hulled *Royono*, shown on opposite page astern and to windward of the *Baruna*. "It's a hard way to have fun," admitted one of its crew.



SKIPPER AND OWNER John Hertz Jr. paid \$100,000 for *Ticonderoga* and \$37,000 improving her.

UNDER FULL SAIL *Ticonderoga* (left) makes 10 knots. Her ketch rig makes her fastest with wind directly off her beam.



LASHED WHEEL, watched over by Frank Duffy, holds the *Ticonderoga* on course in rough weather. Otherwise she had tendency to head into the wind.



DEAD CALM brings yawn from crewman on sail bags. Others in the rear scan skies for clouds that mean wind. *Ticonderoga* was becalmed several times.

IN A BRISK BREEZE, "TICONDEROGA" CHURNS THROUGH THE OCEAN →





FROLICKING PORPOISES followed *Ticonderoga* all morning of the third day and helped relieve monotony of eating, sleeping and four-hour watches.



SHOW-OFF DESCENT brings boat's paid captain, Alex Troonin, hand-sliding down shrouds. He had climbed mast the fifth night to sight Bermuda.

It's written in the Stars!

HAIG & HAIG
4/5 QUART 86.8° PROOF
FIVE STAR
Blended Scotch Whisky
100% SCOTCH WHISKIES
BLENDED AND BOTTLED BY
HAIG & HAIG LIMITED
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SPECIALLY SELECTED
PRODUCT OF SCOTLAND
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UNDER GOVERNMENT SUPERVISION

... say

FIVE STAR
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BLENDING SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.

BERMUDA RACE CONTINUED



FIRST TO FINISH was the 71-foot yawl *Royono*, shown here early in race. She was donated to Naval Academy in 1950 by John Ford, Detroit toolmaker.

FIRST AFTER A ROUGH TRIP

There were three classes of boats competing in the race—the big Class A's (up to 73 feet), the Class B's (between 55 and 52 feet) and the smaller Class C's. The winner was not necessarily the first to finish but the fastest on a basis of time and handicap. When the strong wind hit the first night, the big Class A boats, which get fat on foul weather, boiled along in the lead. But 150 miles from Bermuda they struck flat calm. The smaller Class B's and C's caught up rapidly and the race began all over again. *Ticonderoga*, which needed a "reaching wind" to show her best, did not get it and finished 18th.

For the *Royono*, first boat to finish, it was a desperate race. One of five Naval Academy yachts in the race, *Royono* had eight green and freshly graduated Annapolis ensigns in its crew of 15. When the storm hit shortly after midnight, sails were ripped off *Royono* like veils off a dancing girl. At 2:45 a.m. a balloon spinnaker dipped in a wave and carried away. The crew fought to keep her dressed.



EVENTUAL WINNER on corrected time was 46-foot *Carina*.

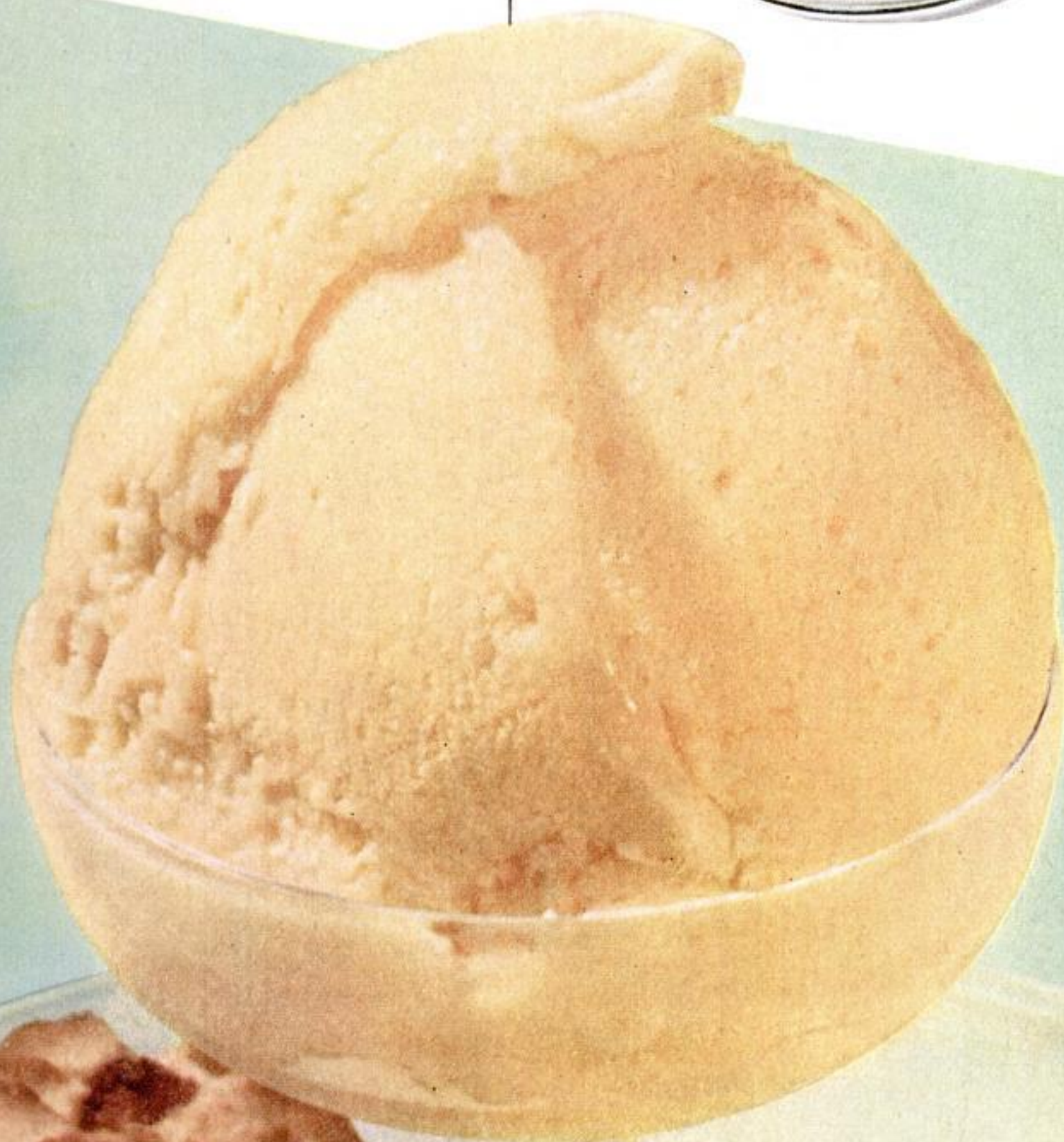
All hands were wet, weary and suffering from seasickness. The navigator was thrown against a bulkhead and knocked cold. Next day a whale was sighted 100 yards dead ahead and the order rang out, "Emergency rudder, right!" Lieut. Frank Siatkowski, the skipper, figured he was miles behind the leaders and completely jinxed.

When he hit the calm on the other side of the Gulf Stream, he threw the book away and gambled. Instead of steering a set course, the *Royono* went squall-hopping and used the skirting winds to make headway. To the west but out of sight, other big boats were drifting in circles. The skipper had no

idea where his ship stood until the destroyer escort *Blackwood* came alongside 100 miles from the finish and shouted, "You're doing fine. Keep her moving." So the crew really worked her, sliding across the finish line first at St. David's Head after more than four days at sea.

But after all the handicaps had been considered, the over-all winner, with the help of a handicap of 18 hours plus, was *Carina* (left), a 46-foot Class C yawl owned and skippered by Richard Nye, an investment banker from Greenwich, Conn. Said Nye modestly, "There's no use kidding ourselves. About half of these races are just plain luck."

*Sealtest brings you matchless
fresh-fruit flavor!*



Cool—cool—cool as a sea breeze in summer! You'll thrill to every single spoonful. Enjoy Sealtest Sherbets and Ices often, in many refreshing ways—in cones, in ginger ale, with fruits, berries, melon, cold meats and salads.

Taste the heart-lifting goodness that comes from the choicest sun-ripened fruits, the finest of pure ingredients.

Always ask for SEALTEST, America's favorite!

get the best... get

Sealtest

TRADE MARK

SHERBETS AND ICES

Sealtest is a trademark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.

Yachting has Come of Age



NOW GIN HAS COME OF AGE...

Prove it with these

SEAGRAM SEA * BREEZES

The perfect summer gin drinks

GOLDEN COLLINS ★ GOLDEN GIN AND TONIC
made with Seagram's Ancient Bottle Gin

COOL AS A SOFT SEA-BREEZE! Try one of these delicious summer drinks today. They're smooth and golden... and, with Seagram's Gin, you can make yours as hearty as you like and really enjoy it.

Seagram's, you know, is the modern gin... made with patience and leisurely care... the original American Golden Gin, first basic improvement in gin in 300 years.

GOLDEN GIN AND TONIC: Here's that new gin drink the smart clubs and bars are featuring. It's different... it's golden... it's easy to make! Just add quinine water and ice to 1½ oz. Seagram's Gin. It's a brand new taste thrill!

GOLDEN COLLINS: Like 'em tall, cool and delicious? This recipe makes that popular Golden Collins you've heard so much about. To the juice of ½ a lemon, add 1 teaspoonful fine granulated sugar and 1½ oz. Seagram's Gin. Shake with cracked ice and pour unstrained into a Collins glass. Fill with carbonated water. Then sit back and enjoy a perfect Collins.

AS MODERN AS TOMORROW



DISTILLED FROM AMERICAN GRAIN.
90 PROOF. SEAGRAM-DISTILLERS
CORPORATION, NEW YORK, N. Y.

FOR THE ORCHESTRA ONLY

Should a gem of purest ray serene blush unseen behind a screen?

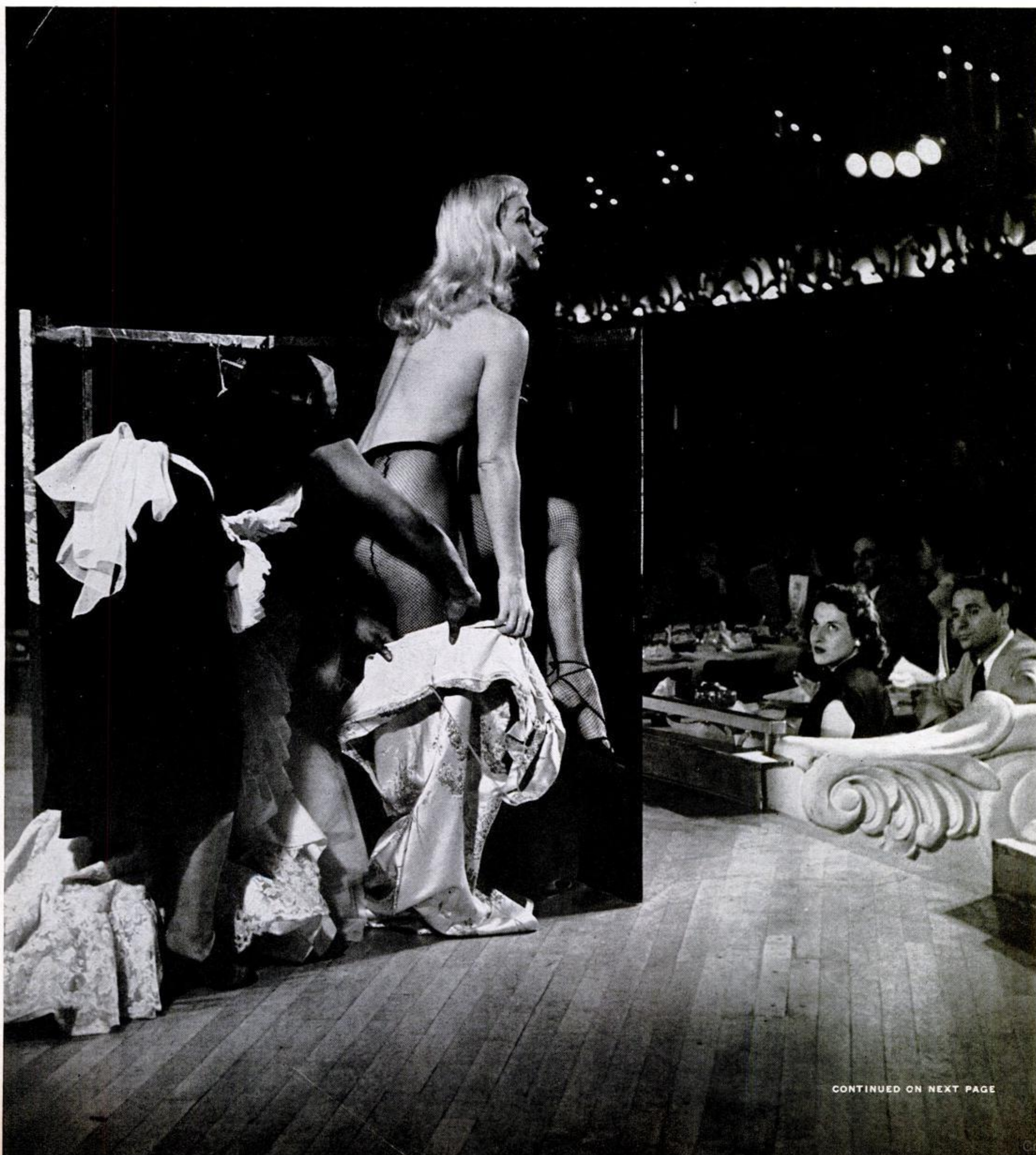
To borrow a term from the noted economist Thorstein Veblen, the most "conspicuous waste" on Broadway is embodied in the act of Danielle Lamar from Paris, who appears in a fine show at the Latin Quarter. Miss Lamar, a comely French blonde of 24, trots out on the stage, fully dressed in some lavender rigmarole, and announces she has brought a wardrobe from Paris designed by the big dress men, Fath and Dior. Then, while singing *La Vie en Rose*, Miss Lamar steps behind a screen where,

assisted by a maid, she takes off her dress and, still singing, puts on another (*below*).

But what might be the most interesting part of her act—her actual costume changing—is never beheld by the nightclub customers who have paid admission frankly to see feminine loveliness enticingly revealed. On the theory that it is wasteful for beauty to blush unseen and that showgirls should be showgirls, Photographer Philippe Halsman took a behind-the-screen view of the overly modest Miss Lamar.



CONCEALED AND REVEALED during her costume change, Miss Lamar (*above*) gives audience a view only of her head, while giving unimpeded view (*below*) to musicians who are too blasé to notice.

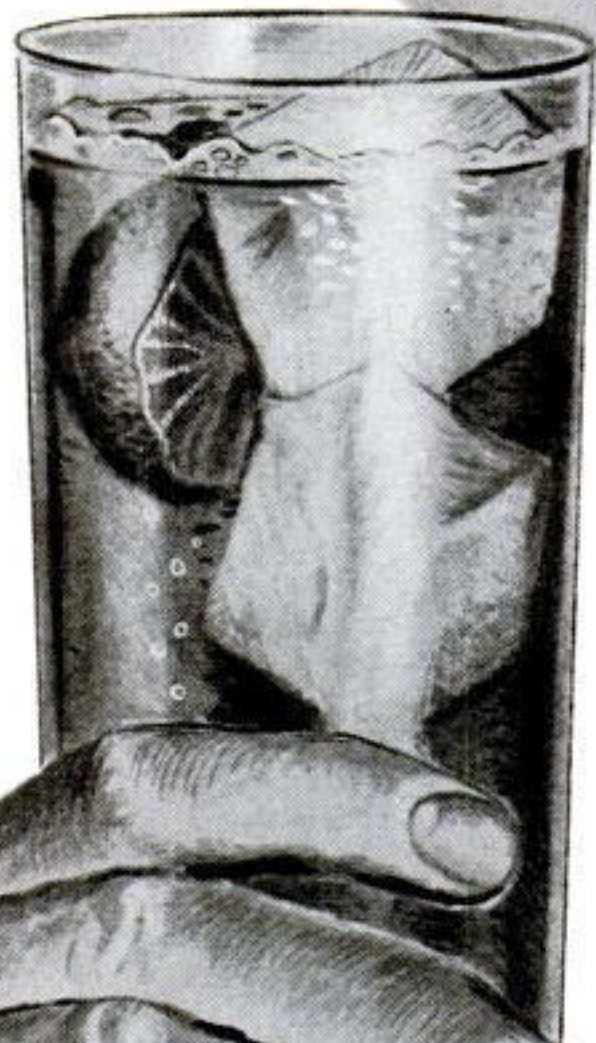


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**in
one minute**

**a cool, cool
BACARDI
cuba libre**



- ★ Jigger of Bacardi
(Gold or Amber Label)
- ★ Juice of half lime
or lemon
- ★ Fill with cola

**The easiest drink in the world to prepare,
and one of the most refreshing.**



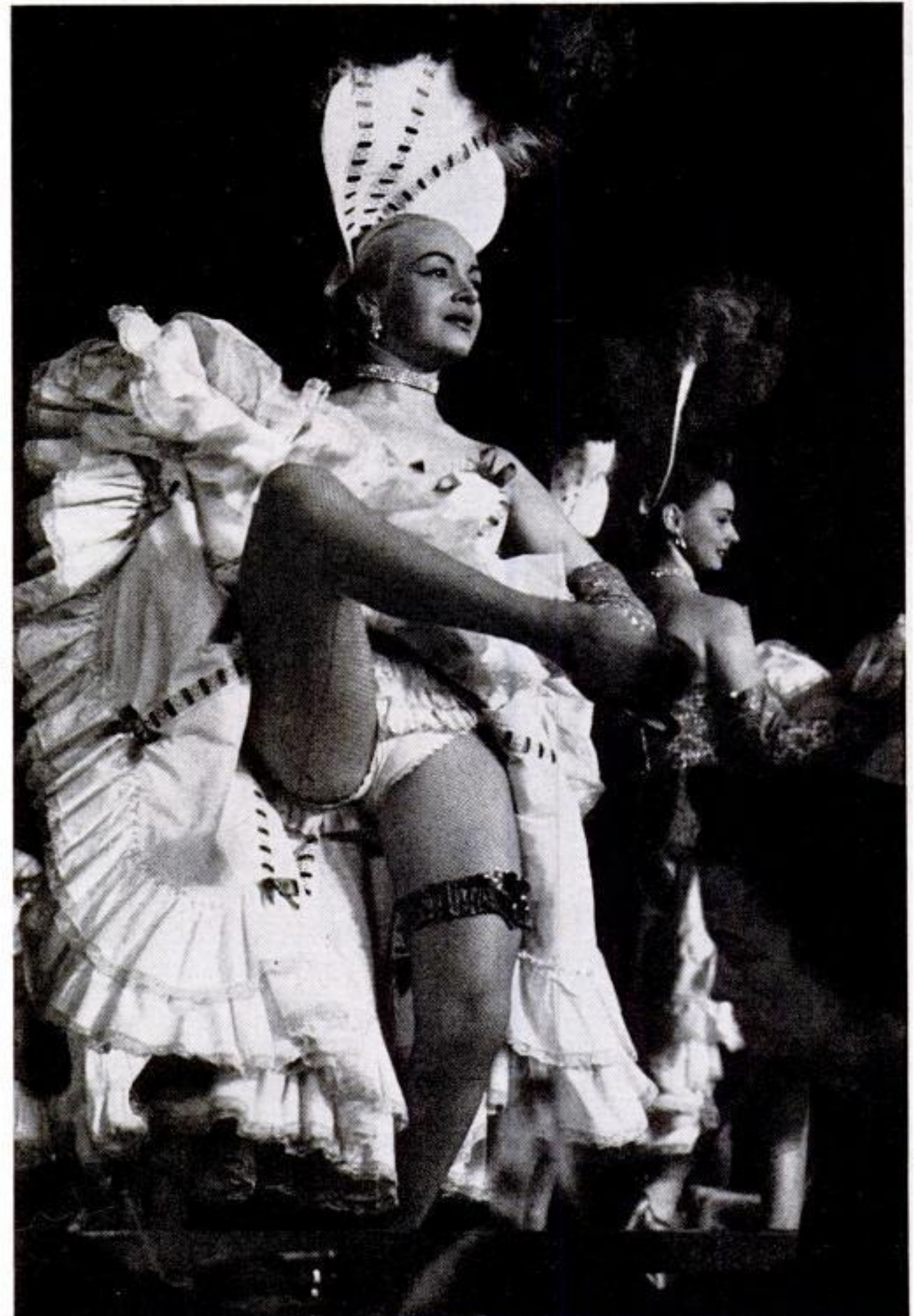
BACARDI

WORLD'S LARGEST SELLING RUM

BACARDI IMPORTS, INC., 595 MADISON AVE., N. Y. ... RUM 86 & 89 PROOF



SHE SINGS TOO, and holds up hand to invite male admirers at ringside to see if they can remove glove. When they make awkward tries she runs away.



MORE FRENCH INFLUENCE is revealed in 12-minute cancan number done by line of leg-twirlers. Cancan cutie above is Maju Soares from Brazil.

Can your make-up pass the "close-up" test?



You're lovely-to-look-at even in close-ups, with **Solitair**
cake make-up
Contains Lanolin

Every complexion can look fresh and lovely from *afar*. But your most important moments are in close-ups . . . and *then*, skin faults are quickly prominent. Imperfections your make-up doesn't hide, become obvious . . . Unless, of course, you wear Solitair. Solitair conceals each little skin fault, yet never looks or feels "mask-like". Your skin seems to come alive with youthful freshness —uniformly flawless, yet completely natural—even in close-ups!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!



Only clinically tested
make-up leading skin
specialists confirm
will not clog pores.
1.00, 60¢, 30¢

New and Wonderful!
Solitair Lotion for
all-over skin beauty
—ocean-blue, creamy-
rich, lusciously scented
...only 39¢ and 73¢





ART COLLECTION FOR HOME can include originals by top artists at small cost. Lithographs above are (from left): *Departure* by Picasso (\$175), *The Arena* by Nathan Oliveira of U.S. (\$20), *Veronica's Veil* by German Otto Dix (\$40).

Art Bargains In Color Lithographs

REVIVED PROCESS PROVIDES TOP ARTISTS' ORIGINALS AT LOW PRICES

In the 1890s the French painter Toulouse-Lautrec made color lithography famous as an art medium by making spirited lithographs of nightclub performers. A few of his contemporaries followed his example but color lithography fell into disuse among most artists—although the process, which had been profitably used by Currier & Ives, was adopted by printing plants to turn out millions of cheap art reproductions. Recently there has been a great revival of the art of color lithography. So many artists have returned to the medium that the Cincinnati Art Museum this spring held an international exhibit of color lithographs. The show, from which LIFE reproduces some highlights, is now touring the U.S. and Europe.

The cause of the revival is chiefly economic. Because artists have found it difficult to sell their more expensive paintings and sculpture,

they have taken up color lithography as a means of creating original art works which can be sold for as little as \$5. The low cost is due to the comparatively simple and inexpensive process. To make a lithograph an artist draws his design on a limestone block. Then with a grease crayon he fills in the areas that are to be printed in a single color and fixes the crayon with an acid. Next he covers the stone with water, which clings to the non-greased surface, and then with colored ink, which is repelled by the water but adheres to the greased areas. When paper is pressed on the block, the inked design is transferred onto it. A separate stone is required for each color that appears in the design, but as many as 250 lithographs can be made from the stones. Although sold at bargain prices, each is a fresh and personal imprint of the artist's original inspiration.



RETURN TO THE DETESTED CITY was done by Asger Jorn, 38, of Denmark, to express his despair after tuberculosis forced him to leave Paris, enter sanatorium in a Danish town. (This costs \$15.)



HORSE AND RIDER is favorite theme of Italian sculptor Marino Marini (*LIFE*, May 22, 1950), whose equestrian statues are in top museums. He took up lithography during the war, now sells almost every print he makes (\$60).



SWAN gliding through reeds was sketched by Paul René Gauguin, 41-year-old grandson of the great French post-Impressionist painter. Born in Norway, Gauguin married a Danish girl, now lives most of the time in Denmark (\$15).

NO 17/55

Paul René Gauguin 1951

COLORED LITHOGRAPHS CONTINUED



1/183

PROMETHEUS, legendary Greek hero tortured by Zeus for stealing fire from heaven, was drawn by British Sculptor Henry Moore in his customary style of curving lines producing sculptural effect (\$35).

Moore



HEAD OF A GIRL is by Jan Cox, 32-year-old painter from Belgium, who used his fiancée as model but left out her ears to emphasize spherical contours (\$15).



PROVENCAL INTERIOR by Frenchman Gustave Singier, 43, is impression of sensations he felt in shuttered house on hot day in southern France (\$15).



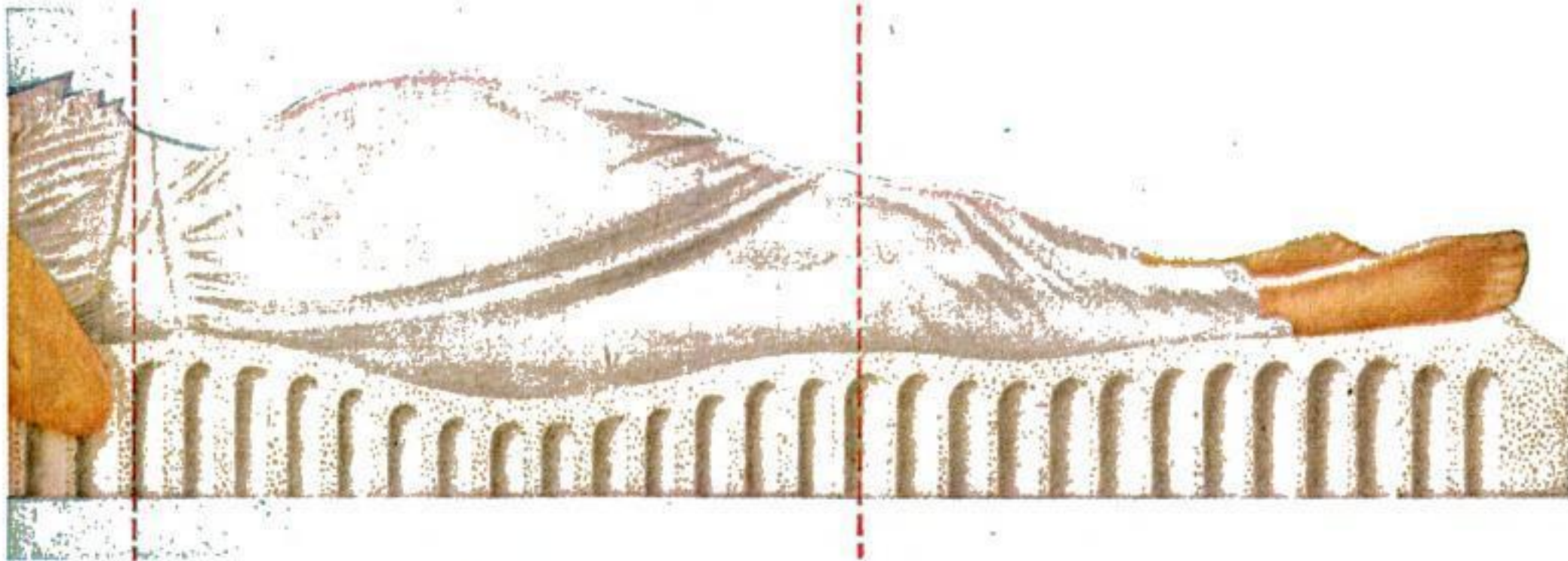
THE VIGILANT HEART is work of Sweden's Max Svanberg, 41-year-old baker's son. He created fanciful birds with craning necks and staring eyes to convey a feeling of watchfulness against danger (\$10).



BIRDS AND ROCKS in a sun-bright landscape is by Zao Wou-ki, 32-year-old painter from Peking. In China, Zao worked in modern French style, but since settling in Paris in 1946 he has returned to poetic scenes suggesting Chinese art (\$20).



Fast asleep...every night of your life...on the mattress



that rests your body in perfect comfort from head to foot



head section

Thinner Foamex walls around larger air spaces float lighter weight head and shoulders.

mid section

Thicker Foamex walls (and smaller air spaces) give firmer support where you are heaviest.

foot section

Foamex, built with larger air spaces (nature's own springs) gives light support where you are lightest.



This star-studded ticking identifies Foamex Mattresses at your favorite store.

A FOAMEX MATTRESS

HAS NEVER BEEN KNOWN TO WEAR OUT

Form-Fitted Mattress of Firestone Foamex \$79⁷⁵
Box Spring specially designed for Foamex \$69⁷⁵
Ensemble \$149⁵⁰

EXCLUSIVE IN THE FORM-FITTED MATTRESS OF

Firestone FOAMEX[®]

Summer and winter, year after year your Foamex mattress fulfills its promise of deep, refreshing slumber. You rest in the only truly comfortable sleep position—with your spine on the level. Exclusive Form-Fitting Construction gives you firm support where you need it most. Keeps heavier mid-section in balance with lighter weight head and limbs.

Your Foamex mattress stays cool and sweet in summer because it is "air-conditioned" with over 2,400 air-spaces and millions of tiny air-

cells that "breathe" to circulate fresh air.

Foamex can't sag, break down, or lump up. This all pure latex material needs no buttons or tufts to anchor it in place. Remember—a Foamex mattress has never been known to wear out!

Fine bedding and furniture stores feature specially matching Box Springs designed to give utmost comfort with the Form-Fitted Mattress of Foamex. You'll recognize them both by their fine quality, star-studded ticking.

FOAMEX[®]
FORM-FITTED
MATTRESS
by **Firestone**



Car seats, backs and arm-rests cushioned with Foamex take the bumps and jolts out of motoring. Enjoy the Voice of Firestone Monday Evenings over NBC Radio and Television



Furniture, too, keeps its shapely beauty and comfort—for life thanks to Firestone Foamex.



Dust, down and feather allergy-free pillows made of Foamex air-cool and clean themselves.



DIRK SCHWARTZ WOOS POGIE THE PORCUPINE WITH EAR OF CORN. TOO YOUNG TO BORROW POGIE FROM THE LIBRARY, DIRK CAN PLAY WITH HIM THERE

ANIMAL LENDING LIBRARY

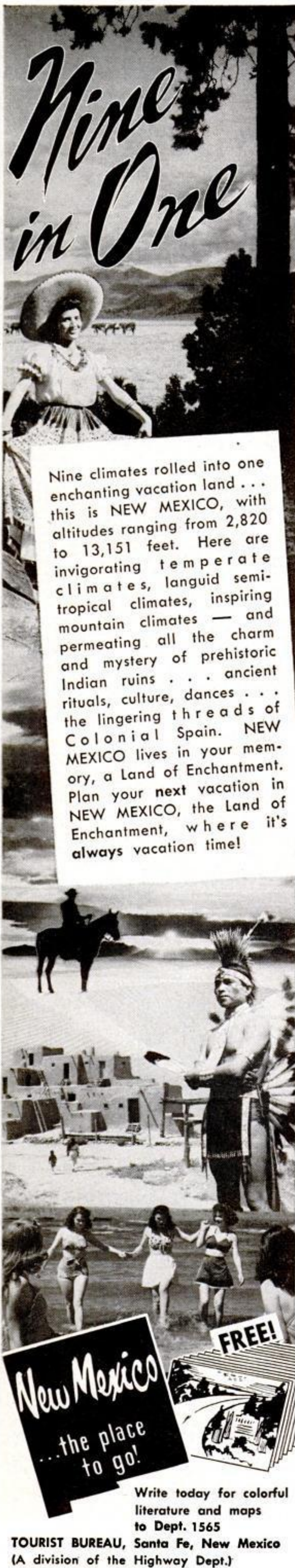
California children learn about wildlife by taking home borrowed skunks, rats and porcupines

Most lending libraries lend only books, but in Sacramento there is a library that lends animals. Children who visit the California Junior Museum can, if they are at least 7 years old and have their parents' permission, take home rats, rabbits, squirrels or, in special cases, a skunk or porcupine. Designed to give children first-hand information about U.S. wildlife, the

lending library has 40 animals which circulate at the rate of 20 a week.

Since borrowers have to answer questions proving they know how to take care of their temporary pets and since the pets are screened for amiability, the animals are thriving and the children are unbitten. Animals may be kept out a week and there is a 10¢ fine for overdue

animals, but Sacramento children are so eager to get a new pet that the old ones are almost always turned in on time. One boy did keep a white rat past the limit, but he was excused from his fine. At the time that the rat was due back it was in the boy's living room—busily giving birth to a litter of eight in the pop-eyed presence of every child in the neighborhood.



Nine in One

Nine climates rolled into one enchanting vacation land... this is NEW MEXICO, with altitudes ranging from 2,820 to 13,151 feet. Here are invigorating temperate climates, languid semi-tropical climates, inspiring mountain climates — and permeating all the charm and mystery of prehistoric Indian ruins... ancient rituals, culture, dances... the lingering threads of Colonial Spain. NEW MEXICO lives in your memory, a Land of Enchantment. Plan your next vacation in NEW MEXICO, the Land of Enchantment, where it's always vacation time!

New Mexico
...the place to go!

Write today for colorful literature and maps to Dept. 1565

TOURIST BUREAU, Santa Fe, New Mexico
(A division of the Highway Dept.)

FREE!



RABBIT CHASERS (above) at Sacramento kindergarten crawl after pet. Animals are often loaned to schools.



RODENT LOVER (left) is enchanted by white rat. Rats and hamsters are the most frequently borrowed animals.

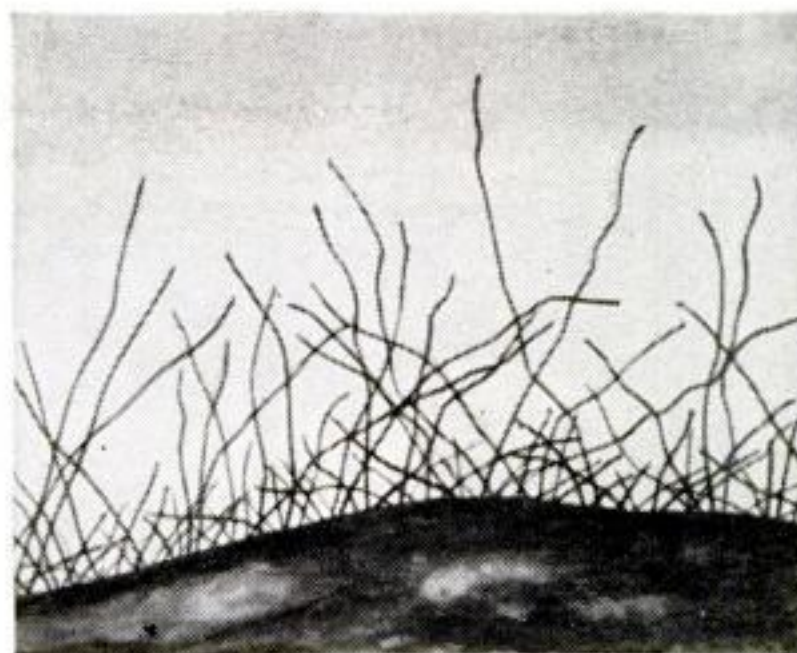


ANIMAL BORROWERS cluster around librarian who checks applications and parents' permission, lends pets.

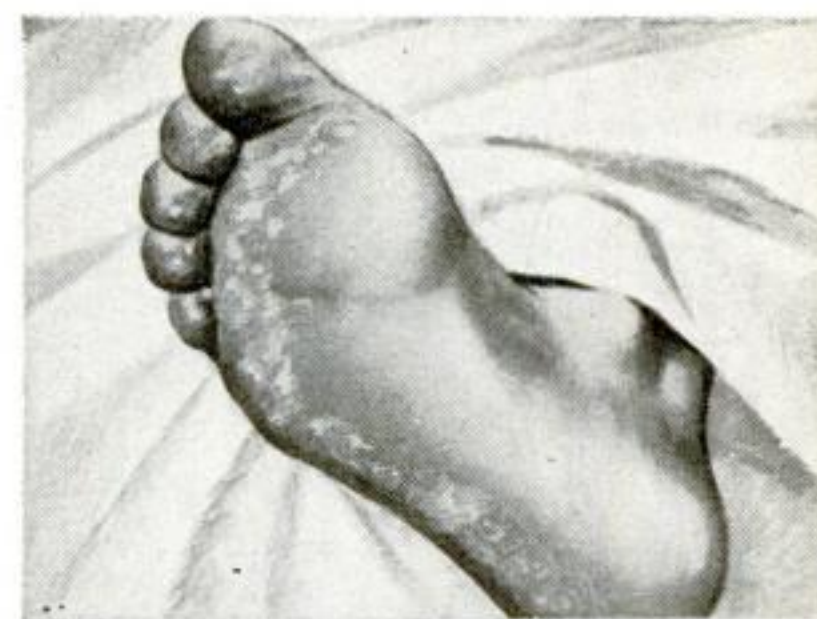
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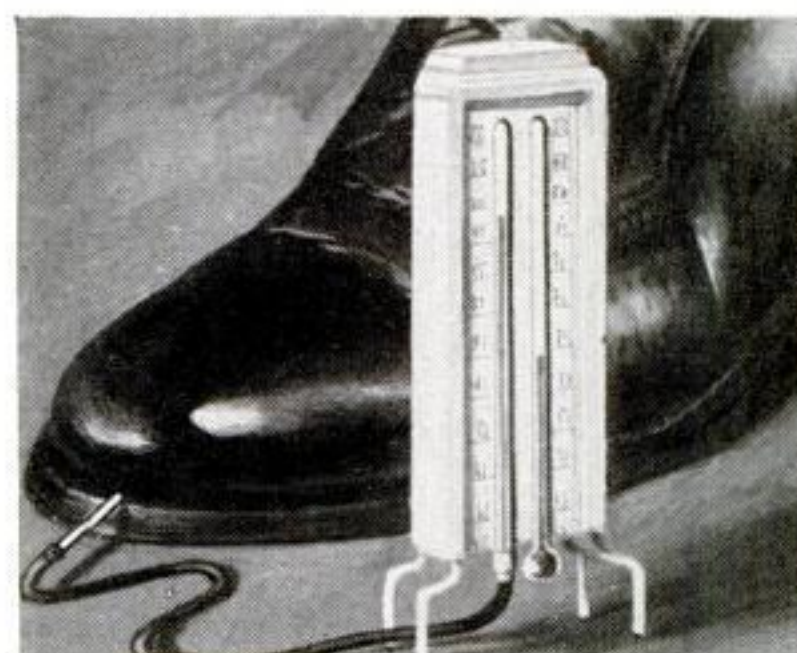
These fungi, drawn from actual microphoto, are only a few of many believed to cause Athlete's Foot. These parasitic micro-organisms are carried through the air; you can pick them up from floors, bath mats, swimming pools. Reinfection from shoes or stockings, even after they're washed, is common.



Athlete's Foot fungi thrive in moist, protected places. They live on dead flakes of skin. Thus the places between and under your toes provide an ideal "culture" in which they can flourish, as this illustration from a greatly enlarged microphotograph shows.



Left untreated, Athlete's Foot organisms can burrow beneath skin tissues, attack nerve endings, lead to severe disability that may last for years. Athlete's Foot in advanced cases like the one shown here, requires the care of a doctor.



Walking on hot summer pavements makes foot temperature soar, causing excessive perspiration, inviting attack of Athlete's Foot. It lets the fungi breed and grow twice as fast, irritates the skin between the toes to the point where cracks appear.



Raw cracks between the toes are "open invitations" to infection. Here is where Athlete's Foot fungi get in, spread, infect. Toes redden, itch. Skin flakes off in whitish patches. These—and accompanying pain—are usually symptoms of Athlete's Foot.

ATHLETE'S FOOT

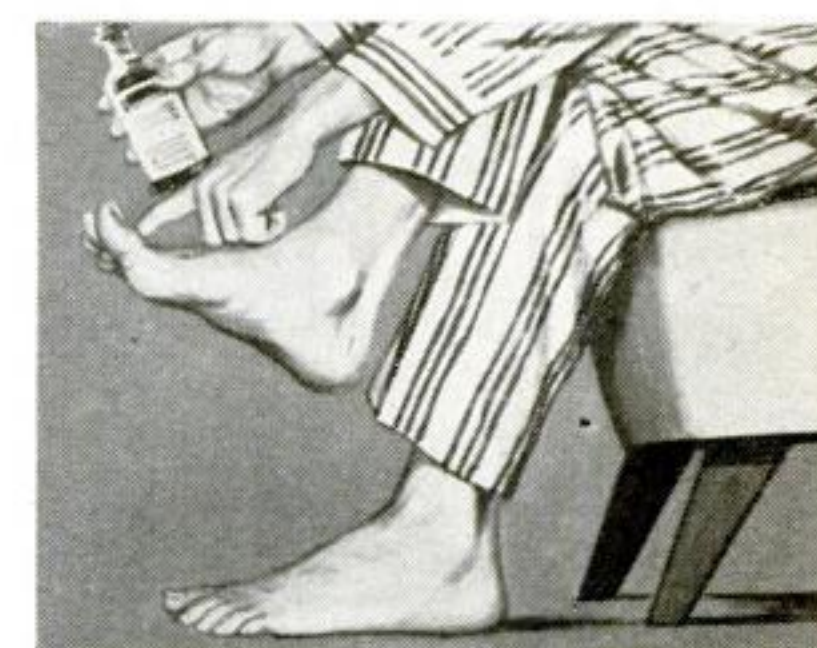
What it is
How you get it
How to recognize it
How to get relief

• **Dermatophytosis**, also known as Athlete's Foot, actually afflicts a large percentage of people who think they are healthy as can be. This disease is usually carried between the toes, can lie dormant for months, then become acute—even spread to other parts of the body, where it is usually diagnosed as *ringworm*.

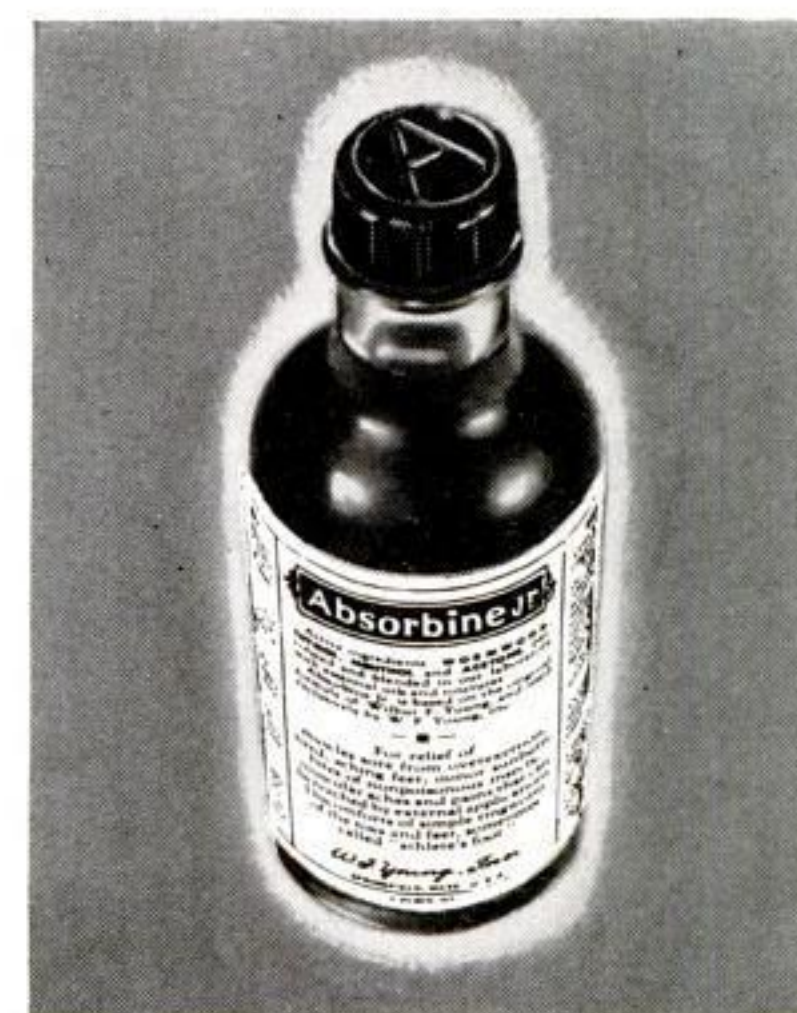
Athlete's Foot can cause great discomfort, even loss of time from work. But immediate treatment, as shown here, of itching or cracks between the toes, generally can keep it in check in its early stages.



For relief of Athlete's Foot symptoms, apply Absorbine Jr. to the skin between the toes. Absorbine Jr. kills all the Athlete's Foot fungi it can reach, dissolves stale perspiration products on which they feed, promotes healing of the skin.



To guard against Athlete's Foot, make daily use of Absorbine Jr. during summer months. That's when feet perspire most, when Athlete's Foot is most likely to strike. To help prevent reinfection, boil socks 15 minutes, don't share towels or bath mats.



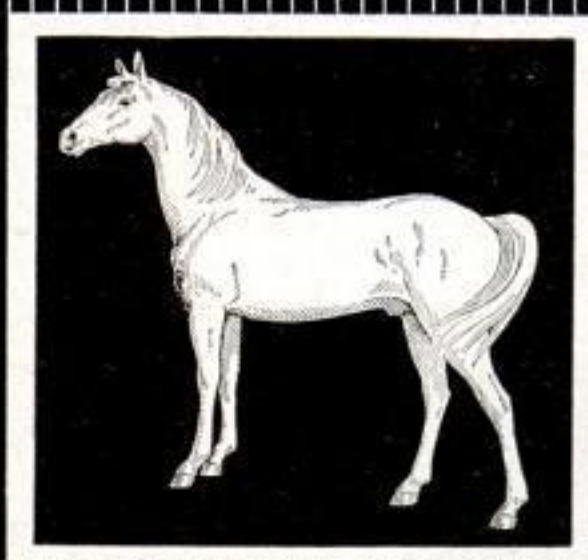
Original relief for Athlete's Foot, soothing, refreshing Absorbine Jr. is today's biggest seller. Regardless of what combination of fungi was present, Absorbine Jr. has proved successful in 3 out of 4 of all cases tested under strictly controlled conditions.

If you have *any* signs of Athlete's Foot, buy your Absorbine Jr. today! Available at drug counters everywhere.

This time-tested household stand-by is also effective for relief of muscular aches and pains due to overexercise, for minor sunburn, for non-poisonous insect bites.

W. F. YOUNG, INC.,
Springfield, Mass.

What a SCOTCH!



White Horse... *of course!*

BLENDED SCOTCH WHISKY 86.8 PROOF
Browne-Vintners Co., Inc., N. Y., Sole Distributors

Takes Your "Breath" Away!

New CHLORAMINT
MOUTH WASH

with miracle
Chlorophyll
in every mouthful

**DESTROYS MOUTH ODORS
INSTANTLY, THOROUGHLY**



57¢

Large 12 OZ. bottle

CHLORAMINT
MOUTH WASH

Another fine **PUREPAC** product

Every minty green mouthful of Chloramint contains chlorophyll to stop mouth odors from *food, tobacco, alcohol* and most other causes. Chloramint cleans, cools, refreshes your mouth all day.

False Teeth Wearers! Chloramint checks odors from removable dentures or bridges.

At all drug stores



LEASHED SKUNK walks home with new master, Derek Leigh. Library's skunks, Petunia and Blossom, have scent glands removed to avoid accidents.

MORRELL

Crisp and tasty, with the
fragrant aroma that
comes from slow-smoking
over hardwood fires—no
wonder Morrell Pride Bacon is
preferred by good cooks everywhere!
Only the choice center slices are
selected to carry the Morrell Pride label.



PRIDE



MORRELL PRIDE BACON—fresh,
protein-rich and flavorful in
airtight, heat-sealed packages.

MORRELL PRIDE BACON also
comes in convenient layer
packages, mild-cured and sweet.



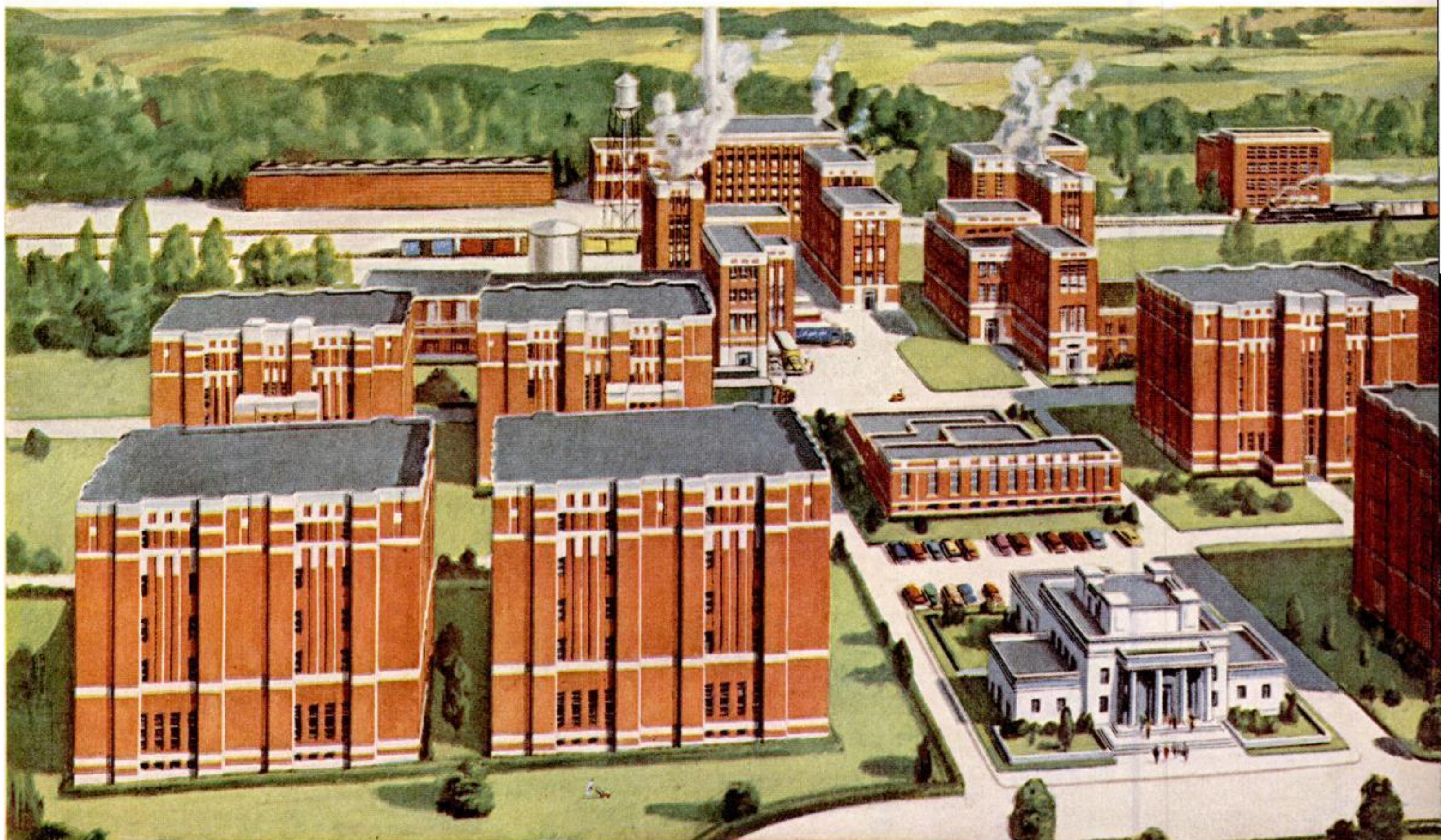
BACON



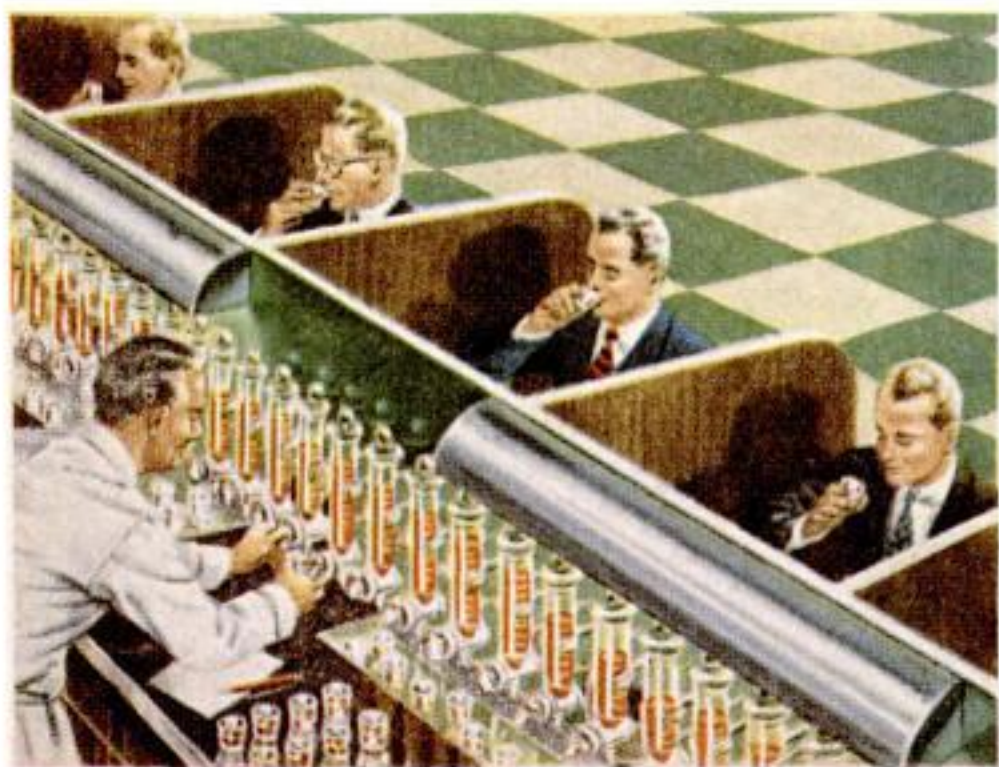
JOHN MORRELL & CO. SINCE 1827
OTTUMWA, IOWA SIOUX FALLS, S. D.

Pork Beef Lamb Ham Bacon Sausage Canned Meats

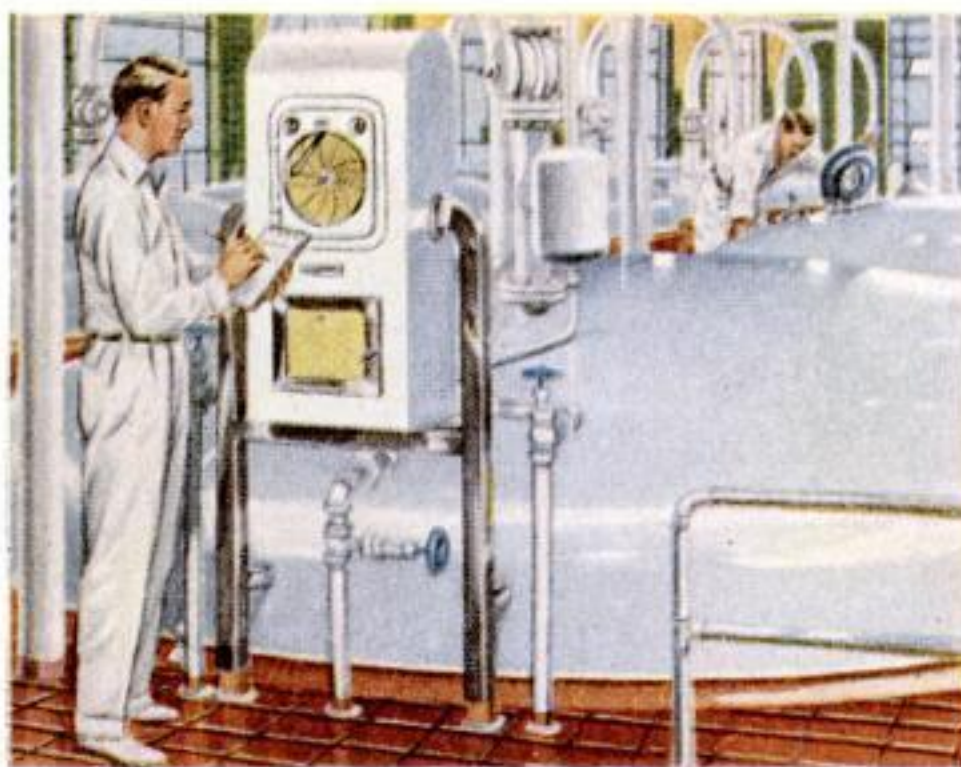
From Kentucky...an



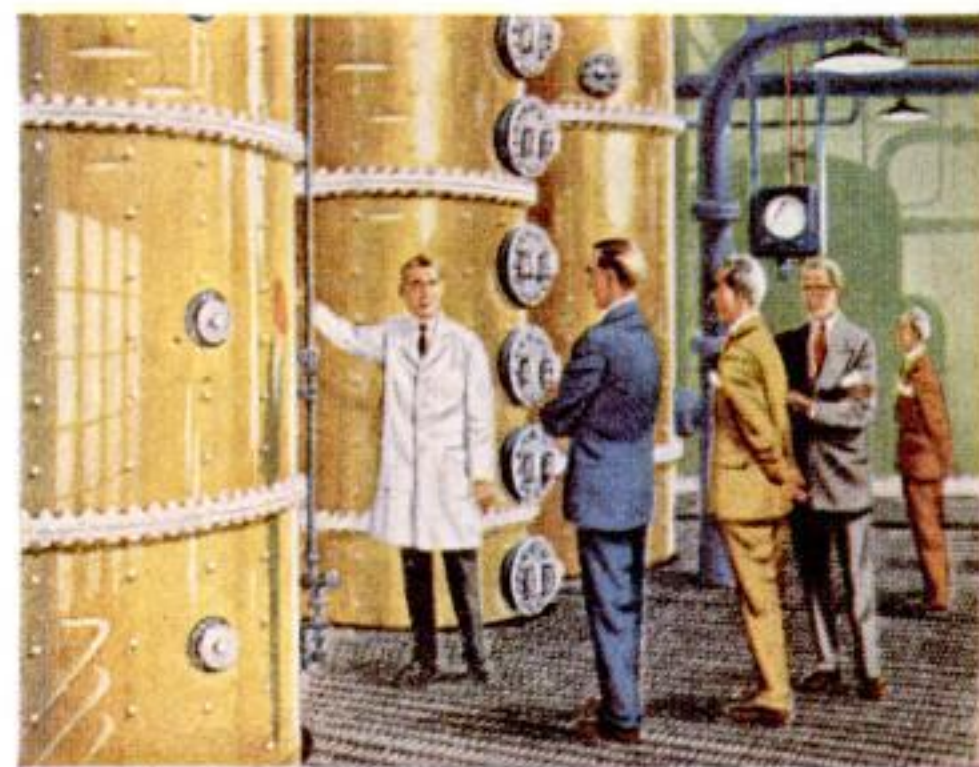
KENTUCKY'S FINEST DISTILLERY, the home of Calvert, occupies 65 beautifully landscaped acres on Seventh Street Road, Louisville, Kentucky. Visiting hours:



MANY VISITORS join our "Consumer Jury" which actually determines the taste standards for all Calvert products. Last year alone, we recorded more than 180,000 individual taste tests made by folks like you . . . from all walks of life, every part of America.



YOU'LL BE IMPRESSED with our fully enclosed, spotlessly clean cooking, fermenting and distilling facilities. Throughout the process, scientific precision instruments and skilled operators assure complete uniformity . . . matchless quality.



YOU'LL LEARN how patented, low-temperature vacuum stills prevent scorching and undesirable flavor reactions. Result: Flavor that's protected against bite, burn or sting. Good reason why Calvert challenges comparison with *any* whiskey on the market.

BLENDED WHISKEY, 86.8 PROOF, LORD CALVERT—65% GRAIN NEUTRAL SPIRITS, CALVERT RESERVE—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLED LONDON DRY GIN—90 PROOF

invitation to visit the home of Calvert!



LAST YEAR, thousands of guests from every state in the Union and many foreign lands accepted our invitation to visit the famous Calvert distilleries at Louisville and Baltimore.

This summer, we hope you will pay us a visit, too.

You'll be amazed at the great scientific advances that make our whiskies and gin so much better tasting. You'll see how we employ *extra* care, skill and expense to assure top quality at all times. And we'll show you our secrets of blending that give Calvert products the smoother, mellower taste *most* people like *most*.

We want *you* to see for yourself why Calvert Challenges Comparison with any other whiskey.

You're always welcome at Calvert.



SEND FOR THIS WHISKEY TASTE-TEST KIT!

Write for yours today.* Contains two special glass jiggers for making 60-second taste test... complete test instructions... three "Whiskey Expert" cards for those who make test. Send your name, address, and 10¢ in coin to merely cover cost of postage and handling, to Calvert Distillers Corporation, P.O. Box 1090, New York 46, N. Y.

*Because of state laws, this offer is not made to residents of Georgia, Iowa, Mississippi, New Hampshire, Oklahoma, Utah, Alabama, North Carolina or Washington. Offer does not apply to persons under 21 years of age or outside continental U.S.A.

9:00 A.M. to 3:30 P.M., Monday through Friday.



NO OTHER DISTILLER boasts finer laboratories where scientists continuously analyze, check and develop new techniques. Calvert has spent millions of dollars and years of research to make Calvert whiskies and gin the finest your dollar can buy.

— DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS.

You're welcome at the Maryland home of Calvert, too!



When you're in the vicinity, visit the modern Calvert Distillery located in the picturesque Maryland countryside on U. S. Highway No. 1, nine miles south of Baltimore. Visiting hours: 9:00 A.M. to 3:30 P. M., Monday through Friday.



Calvert

Distillers Corporation

Chrysler Building, New York City

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MISS JEAN CAMMANN, beautiful young socialite of New York and Southampton. Discriminating in her choice of cigarettes, Miss Cammann says: "I always smoke Herbert Tareytons because they're so delightfully mild."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyr., The American Tobacco Company

ROBES TUCKED UP to comply with a law requiring priests to cover their cassocks in public, Father Salazar sets out from Tlachichilco (*background*).



Priest to the Campesinos

A PADRE SERVES MEXICAN HILL PEOPLE

PHOTOGRAPHED FOR LIFE
BY WAYNE MILLER

To the 10,000 or more *campesinos*, the mountain peasants who live in the uplands of central Mexico, a single Catholic priest brings the comfort of religious faith which supports them in their hard and frugal existence. He is 33-year-old Enrique Salazar, who spends most of his time traveling by mule over the steep, richly verdant hillsides to the 35 villages in his 900-square-mile parish.

On the hot, high trail Father Salazar is repeatedly drenched by sudden rains and threatened by poisonous snakes and spiders. Government restrictions—a

reaction against the Church's former political power—leave him with too big an area and too many people to serve. His people, though deeply religious, are suspicious of church officials.

Father Salazar, whose stipend is only 175 pesos a month (\$20), works not only for the spiritual but also the worldly betterment of his parish, trying hard under a church missionary program to improve living standards. To give him more opportunity for this, he recently asked for two assistants. But until they come he must perform his tremendous task all alone.



PROCLAIMING arrival of priest in Chintipan, boy rings the church bell while another jumps down to greet him.

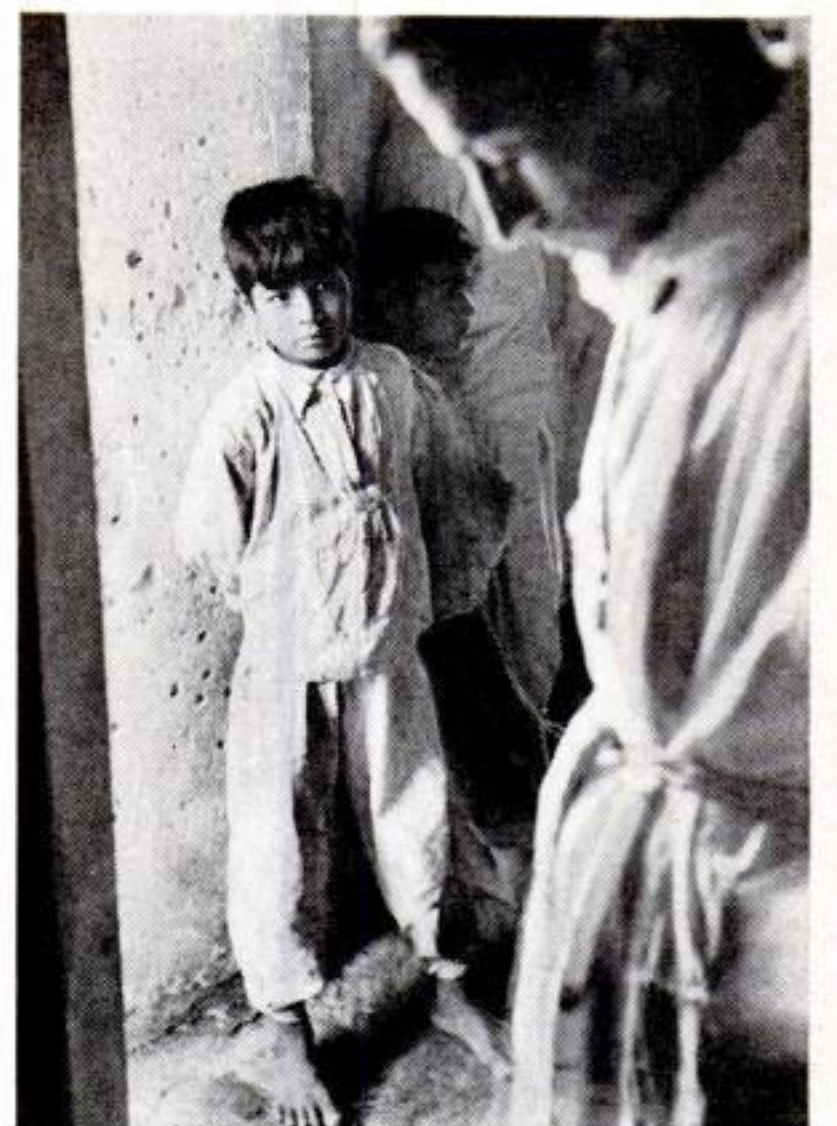


PASSING some men working on trail between Tzicatlan and Tlachichilco, he stops for a moment to shake hands.

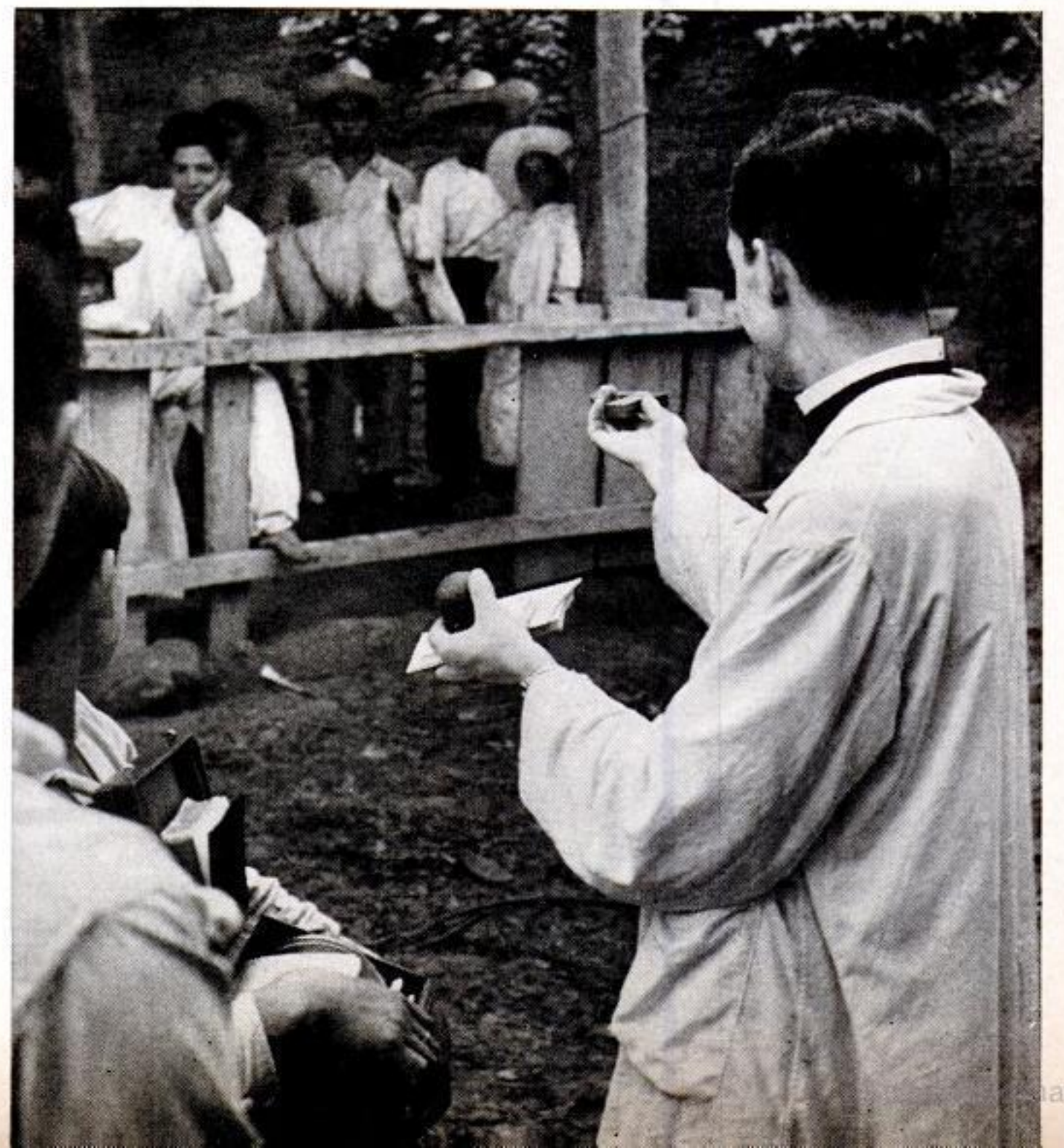


GREETING parishioners on way to market, he extends his hand to be kissed by one of his more devout followers.

DONNING ROBES, Father Salazar is watched raply by small boy in Tzicatlan before the start of village ceremony.



URGING boys to come to church (*below*), he holds out toy pistol and ball. Altar boy holds box with bell, chalice.



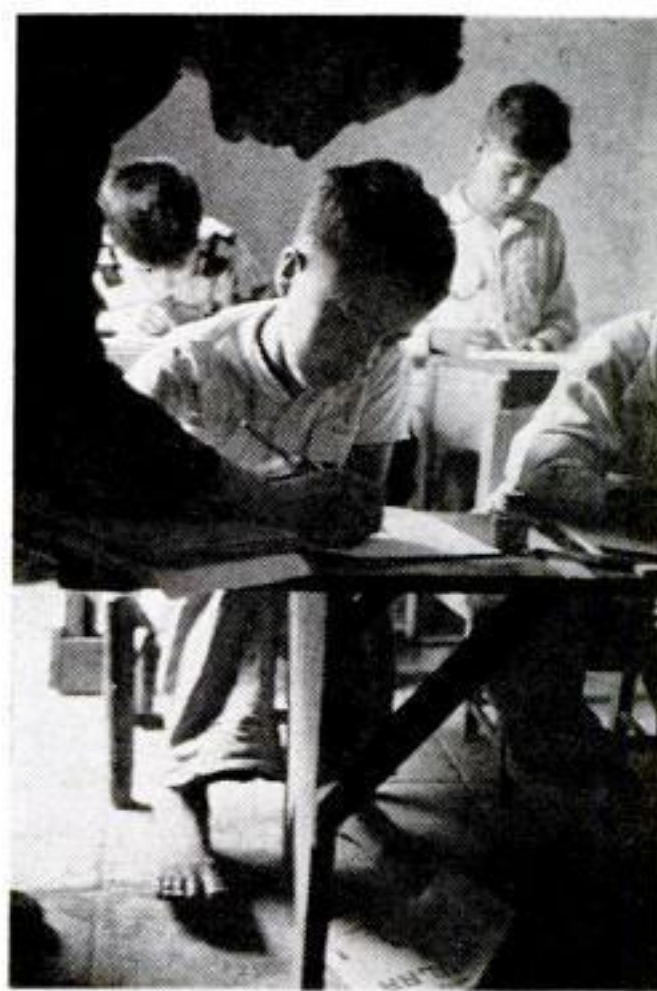


VISITING A HUT in Tzicatlan made of wood slabs bound loosely together with vines, he expresses concern about sick baby to a flattered mother.

HE BRINGS FAITH —AND ALSO DRUGS

With him Father Salazar carries a wooden box containing a chalice, a bell for Mass, some religious pictures to give away, toys to lend to children and a supply of medicines. The drugs, given him by his pharmacist brother, who also taught him the rudiments of medication, help Father Salazar treat the tuberculosis, malaria and dysentery which are widespread in the region. Besides being a priest and part-time doctor, he also acts as an engineer. In his three years in Tlachichilco he superintended the rebuilding of one old church and the construction of four new ones, has had electric generators installed in three of his villages and set up a brickyard which can turn out 500 bricks a day.

Because of his background and education Father Salazar cannot be as close to the *campesinos* as he would like. Born into a middle class family in Mexico City and trained for six years in Rome, he is intellectually far removed from most of his parishioners, who have had little or no schooling. Actually the Mexican church encourages some aloofness, feeling that it builds a priest's prestige. When Father Salazar arrives in a small village there is a noticeable quickening of activity. Houses are swept out and one family is formally chosen to take care of the priest. A separate room is set aside or partitioned off for his use. A big meal is prepared, and then everyone stands about while he eats alone. But for Father Salazar even this aloofness is partly a blessing. If he did not hold himself in reserve he could never accomplish so much.



TEACHING SCHOOL, he gives religious instruction. He is also trying to teach his parishioners Spanish, beginning with religious terms.



GIVING INJECTION to 11-year-old in Tlachichilco parish house, Father Salazar treats him for infected gums with 500,000 units of penicillin.

TALKING POLITICS, he chats with Tlachichilco political boss, Enrique Collado. Once hostile, Collado now cooperates with Father Salazar.



CONTINUED ON NEXT PAGE



BLESSING FOR THE SICK is given a young woman who is suffering from malaria as she stands before Father Salazar with her elderly husband. Before giving her his benediction he blessed the doorway of the house. But he was not able to give her the help she needed, and villagers thought she would soon die.



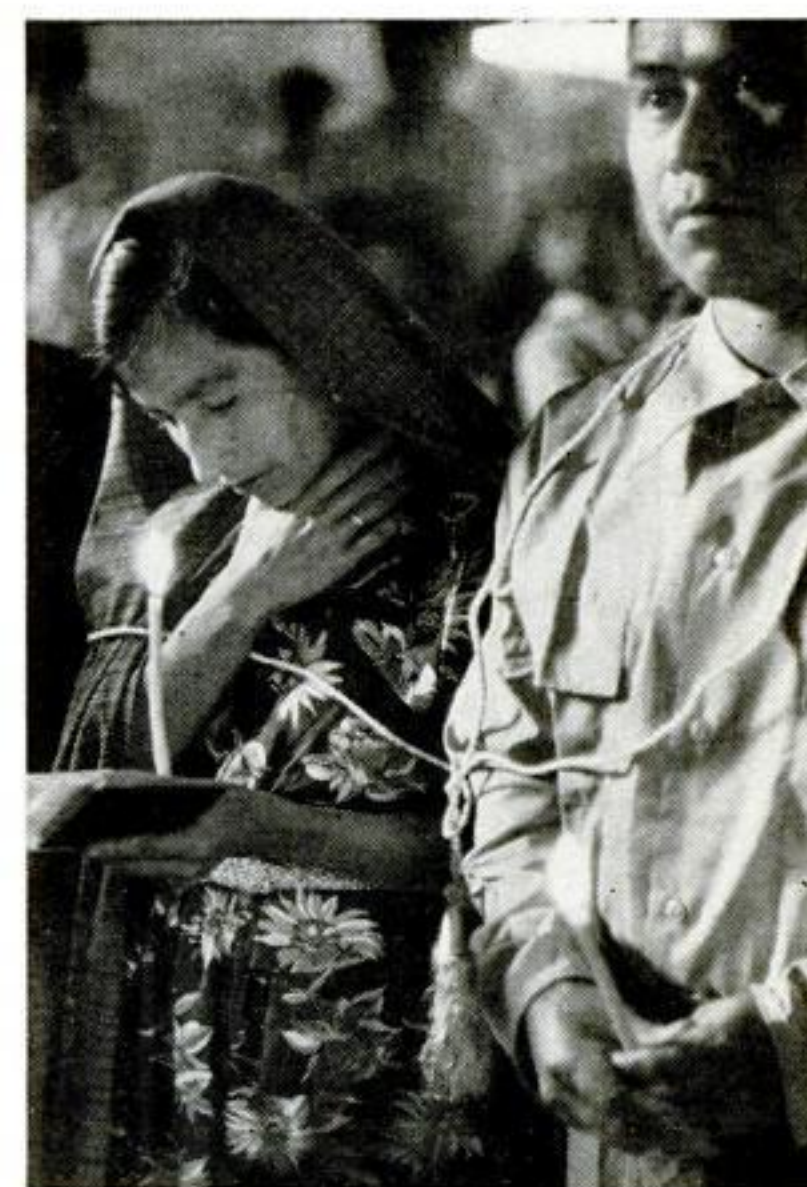
CONFESSION is made by a bride before marriage. Girl speaks through an opening in panel below statue in church.



FUNERAL takes place in the Tlachichilco church for a 6-month-old baby who died of dysentery and whose body lies on a small table decorated with flowers and paper arches.



BAPTISM of Domingo Canales is held in Tlachichilco church. Set offering asked for baptism is 3.05 pesos (35¢).



WEDDING is held in Otatitlan church. Couple kneel on floor with a rope wedding knot looped around necks.

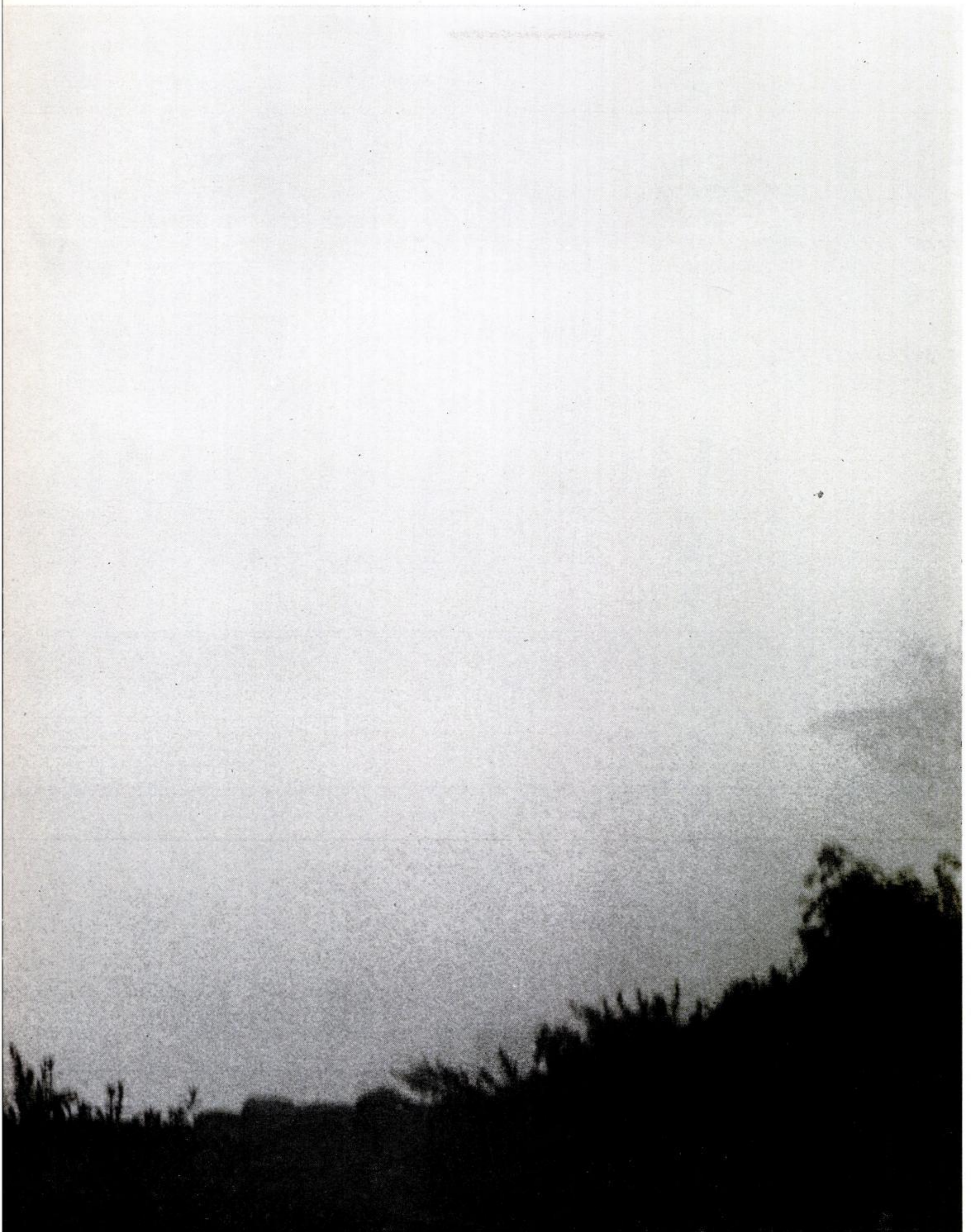


SPECIAL MASS (at right) for the Otomí Indians during Holy Cross ceremony at Tzicatlan follows long, hopping dance performed on dirt floor of church. Father Salazar remarks on the sensitive, emotional character of the Otomí Indians: "They are like deer."



INTO THE HOT, STEAMING RAIN Father Salazar rides off on his circuit. Once he had his own horse, but the long journeys in the fierce heat and rarefied

mountain air killed it and now, when he can, he borrows mules from *campesinos* along the way. Sometimes the hardships depress even him. "Rain, rain, rain,"



he wrote his mother. "That is all we have been getting. I need medicine for my stomach, a tonic for my lungs and something for my eyes. I have an infection

now." But then he added, "Please do not forget my beloved children. Send me chocolates. They are shoeless, but they are still children and they love candy."

*Announcing
the latest in
America's
most-wanted TV:*

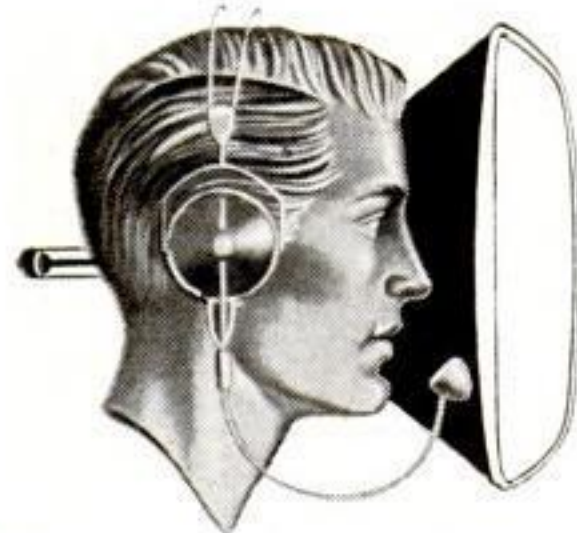
New

RCA VICTOR

with the exclusive

"Magic Monitor"

...acts like an engineer inside your set



The "Magic Monitor"

Here they are—the new RCA Victor sets that "monitor" picture quality—as engineers do it in the television studio!

A new system of electronic circuits constantly adjusts the images to make sure you see the finest pictures possible. Here's how the "Magic Monitor" guards picture quality—*automatically*:

*Screens out static . . . Steps up power.
Tunes in best sound with best picture.*

Only RCA Victor gives you the "Magic Monitor"—*and so much more!*

TV's finest tone! The perfectly balanced tone of the "Golden Throat."

Ready for UHF! Naturally, they're easily adapted to it. These sets are engineered, designed, and manufactured by the same company that pioneered UHF television.

Fine cabinetry! Authentic styling with costlier joinings, hidden details of quality.

Triple tested! *Factory-tested, field-tested, and family-tested!* Records of the RCA Service Company provide a gold mine of "in-use" data that helps RCA Victor build *quality* television sets year after year.

For your first TV set, or to replace a small-screen "veteran," get RCA Victor, the set that sets the standards for the industry.

For the ultimate in television quality . . .

RCA VICTOR Television Deluxe



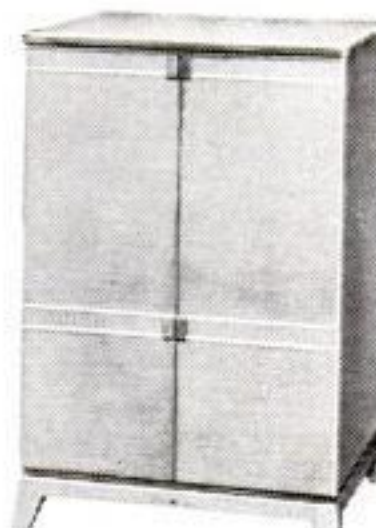
21-inch Selfridge. Television Deluxe . . . at a far from "deluxe" price! Beautiful wood table set has matching console base, at slight extra cost. Mahogany or walnut finish. (Limed oak, slightly higher.) 21T159DE. **\$359.50**



21-inch Meredith. Handsome console. Mahogany or walnut finish. (Limed oak, slightly higher.) 21T165DE. **\$399.50**



21-inch Suffolk. Colonial styling. Mahogany or walnut finish. (Limed oak, slightly higher.) 21T176DE. **\$450**



21-inch Donley. Modern with 12" speaker. Mahogany or walnut finish. (Limed oak, slightly higher.) 21T177DE. **\$475**



21-inch Rockingham. Regency styling. Mahogany or walnut finish. 21T178DE. **\$495**



21-inch Clarendon. Provincial charm. Mahogany, walnut or maple finish. 21T179DE. **\$525**



17-inch Hadley. Compact table set in rich, deep maroon. Has phono-jack for record changer, like all RCA Victor TV sets. 17T201. **\$219.95**

Also 17-inch Kentwood (not shown). Table set with lustrous mahogany grain finish. (Blond, slightly higher.) Matching wood console base, extra. 17T202. **\$229.95**



television *for as little as* **\$199⁹⁵**

—including Federal Tax and full-year warranty on picture tube.



In the TV studio engineers monitor every program so you can receive the clearest picture possible. The same job is done *automatically* in the new RCA Victor sets by the "Magic Monitor."



17-inch RCA Victor Shelley, with "Magic Monitor." A compact table set in the new ebony finish. Matching wood base (not shown) available at slight extra cost. Model 17T200, **\$199.95**

*Every year
more people buy*

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

than any other television



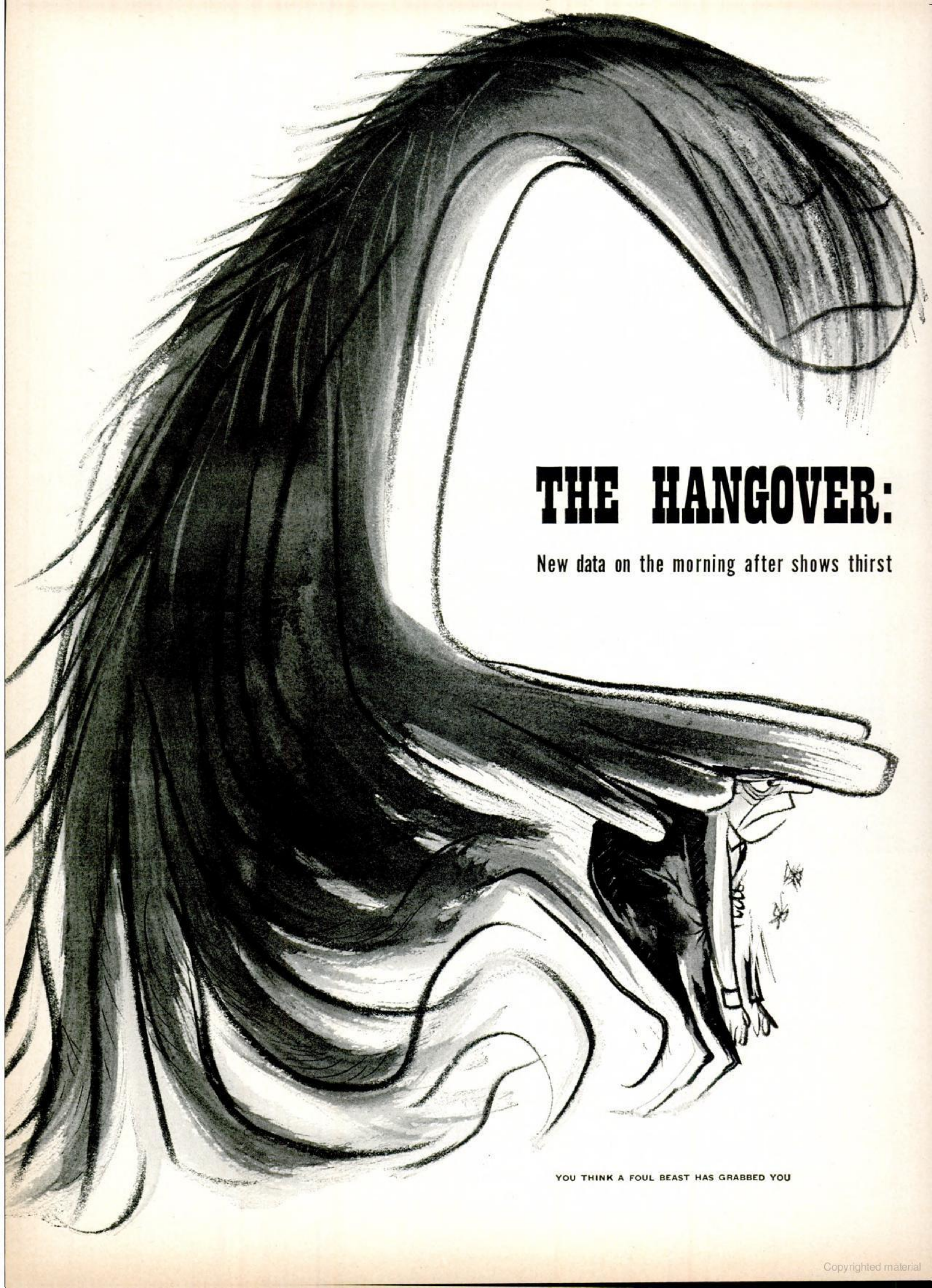
The ONLY nation-wide Factory Service

RCA's own Service Company with its own factory-trained employees offers the most dependable service in the television industry, and only RCA Victor owners can buy it.

Prices shown are suggested list prices but subject to Government Price Ceiling Regulations and to change without notice. Slightly higher in far West and South.

"Tune in" perfect weather with an RCA Room Air Conditioner.



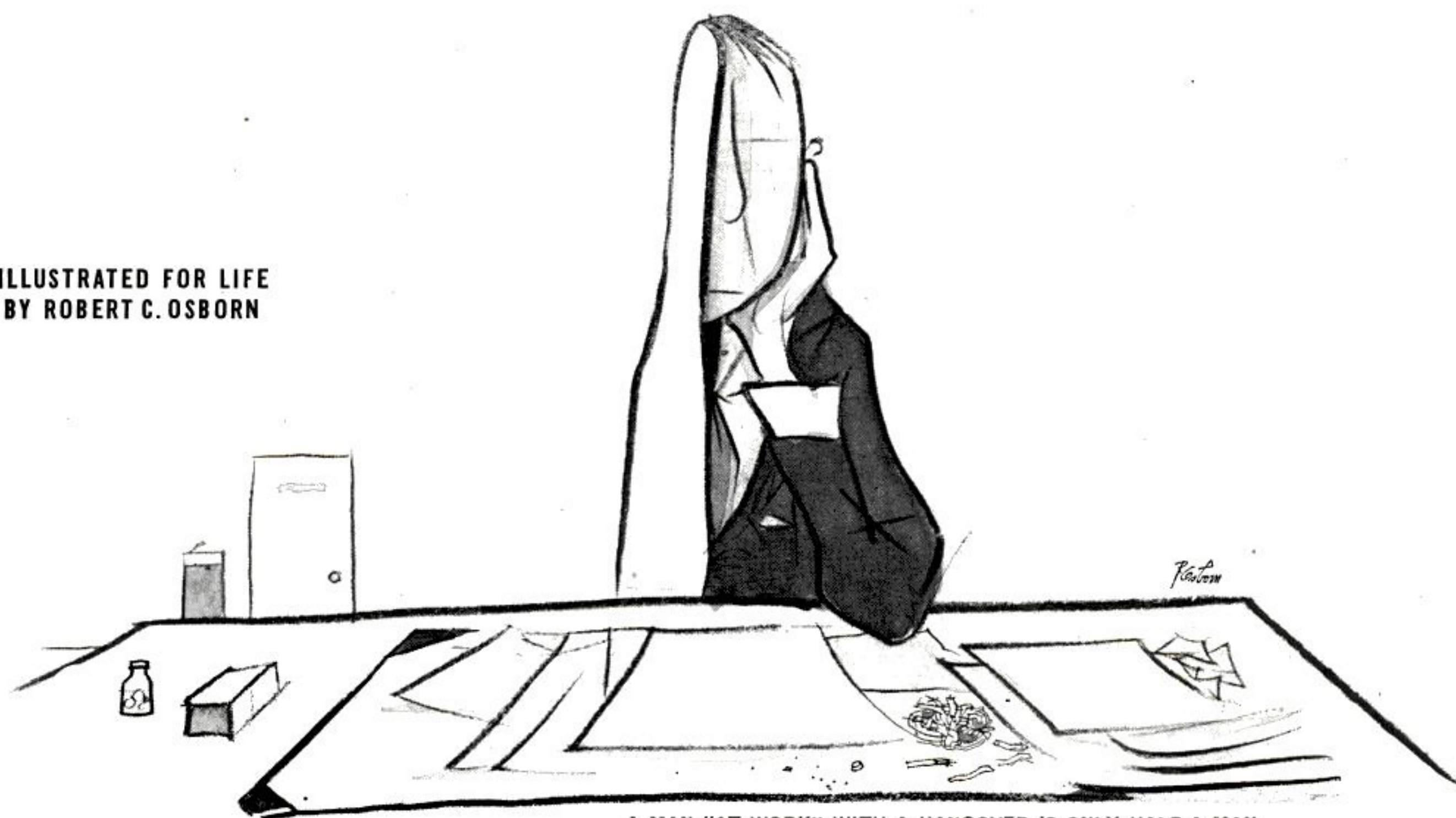


THE HANGOVER:

New data on the morning after shows thirst

YOU THINK A FOUL BEAST HAS GRABBED YOU

ILLUSTRATED FOR LIFE
BY ROBERT C. OSBORN



A MAN "AT WORK" WITH A HANGOVER IS ONLY HALF A MAN

A SCIENTIFIC ANALYSIS

is not real, headache may be due to liver and shakes to remorse; a cure would be worth a fortune

by LINCOLN BARNETT and HENRY C. CLARK

THE oldest scientific reference to that humiliating human affliction known as hangover has been found in *Ayurveda*, the ancient system of medicine of India which was practiced before the time of Buddha (568 B.C.). *Ayurveda* enumerated these consequences of the misuse of alcohol: "vomiting, loss of appetite, heartburn, lassitude, continued thirst, tremors of head and limbs, palpitation, weakness of joints, respiratory difficulties, sleeplessness, giddiness and a feeling as if one were wrapped in a wet sheet." No more comprehensive description of hangover symptoms has been composed in the subsequent 25 centuries.

Only in the last few years has much been learned about the physiological causes of these symptoms. Until then hangover was considered a minor and humorous irritant, not serious enough for scientific study. But during World War II it was discovered that it was responsible for great unnecessary wastage of manpower. Today some of the nation's greatest corporations—among them Allis-Chalmers (a pioneer in the field), American Telephone & Telegraph, Consolidated Edison, Eastman Kodak, General Motors—are cooperating with the Yale Center of Alcohol Studies on the problem of hangover. It has come to be realized that alcohol is still an industrial problem even though an intoxicated man on the job today is a conspicuous rarity which the unions themselves helped to eliminate years ago.

"It is the hangover," declares Ralph M. Henderson, industrial relations expert of the Yale Center, "that represents the biggest loss to industry, and frankly we're at a loss to know how to compute it accurately."

Absenteeism is one gauge. It is known that the problem drinker in industry loses 25 to 30 working days a year. Throughout the U.S. 175,000 men stay away from their jobs every working day of the year as the result of drinking, making a total of 60 million man-days lost a year. This is nearly one and a half times the number lost in 1951 as the result of industrial accidents and nearly three times the number lost from strikes. Yet alcoholic absenteeism—"Monday pneumonia"—does not tell the whole story. Nor do any of the direct costs definitely attributable to alcohol, such as hospitalization, disability payments, turnover and the cost of replacements. "The hidden costs," Mr. Henderson says, "dwarf the ones that show up on paper. They are tremendous."

Dr. Selden Bacon, director of the Yale Center, illustrates the problem with the story of a hypothetical George, "the half-man." "When

an individual is absent from the job," Dr. Bacon points out, "the loss is clear and measurable. But the 'half-man' is a different phenomenon. He may be a salesman, a supervisor, a janitor or a member of the board of directors. On this particular morning he is on location; chemical analysis would show very little alcohol in his system; he responds to ordinary stimuli; if asked, he will say he doesn't feel up to par.

"That is one half. The other half? For practical purposes the man isn't there at all. He is accomplishing nothing. If he should do something it won't be done well. From an industrial viewpoint it would be far better if both halves had stayed at home. He is neither the whole man drunk and obvious, nor the whole man sober and useful. If he is on the floor, working a lathe, his arms and legs go through the familiar motions. But his ability to discriminate, his accuracy, his flexibility were left at home. His output is down and his waste pile is up. If his job is desk work, he is likely to sit at his desk with correspondence,

CONTINUED ON NEXT PAGE



OSBORN HAS TITLED THIS DRAWING "TESTING"

MARY, DON'T TELL ME YOU FORGOT...

HOLD YOUR HORSES! I PUT ALL THE **UNDERWOOD** SANDWICHES IN **THIS** BASKET!

TIP: Eggs stuffed with Underwood's are another popular picnic treat. Everybody loves Underwood's in sandwiches, salads, hot dishes and cold snacks!

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DEVILED HAM

THE ORIGINAL...ALL FINE HAM...ZESTFULLY SEASONED
For 87 years America's favorite spread

Guaranteed by Good Housekeeping

Hollywood's far-famed Caesar salad

Now easy to prepare

Lawry's CAESAR dressing

All you need is cold, crisp romaine lettuce. Then simply pour and toss. This zestful dressing is a skillful blend of finest oils, lemon, tarragon and cider vinegar, Bleu Cheese, imported anchovies, garlic, spices, Parmesan Cheese and flavorings. At Grocers

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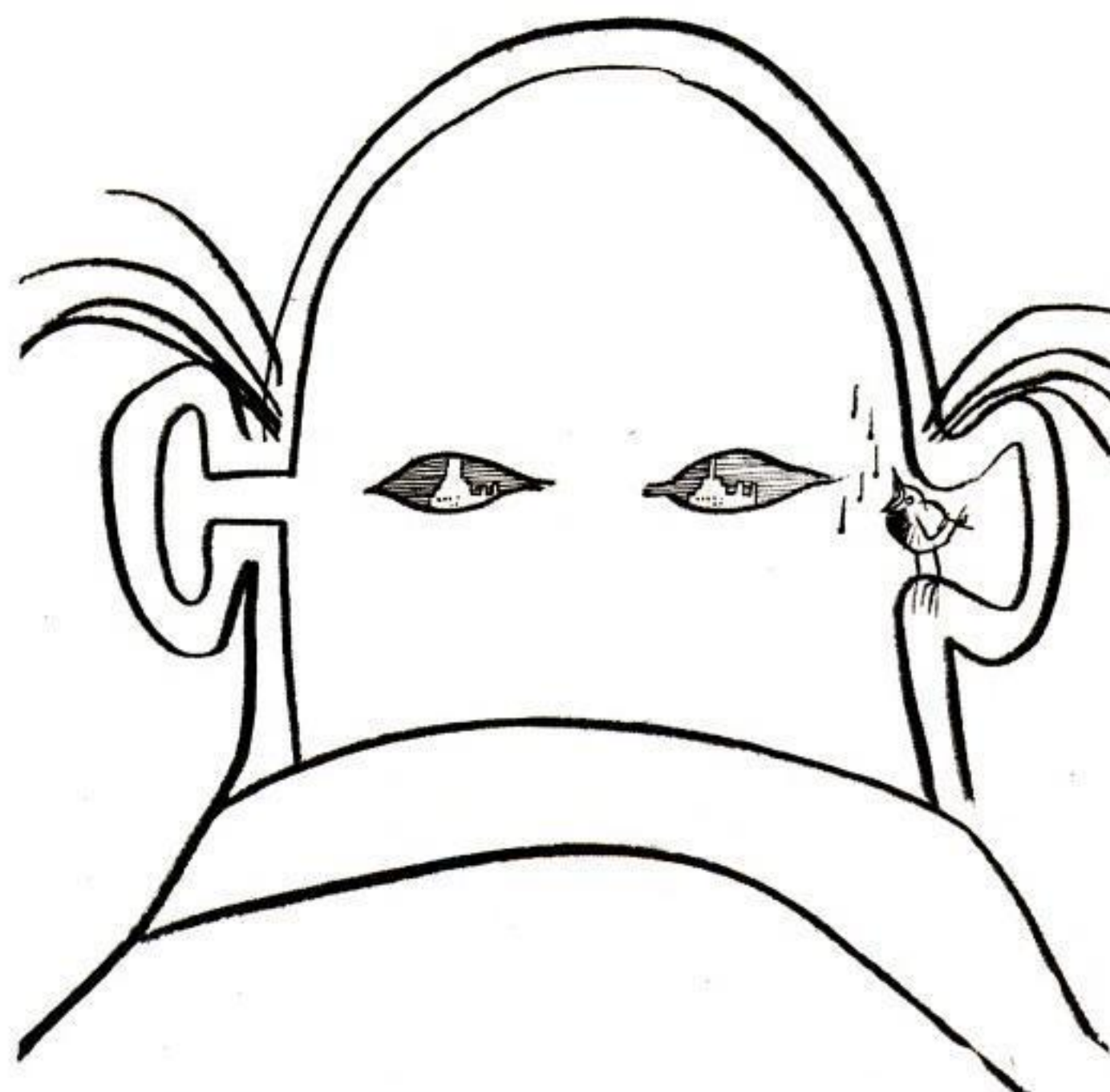
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WAKING WITHOUT HANGOVER: CROSS-SECTION OF MAN'S HEAD

HANGOVER CONTINUED

accounts, memos, approximately in the usual order. Very probably he won't make any drastic mistakes in his work. The probability rests chiefly in the fact that he won't do any work. The aspirin bottle, cigaret package, water cooler, men's room, window and the clock may get more attention than usual. To some, George may appear to be lost in thought. He is lost, so far as business is concerned. This is one of George's days.

"But the day that George spent as a half-man at the plant or office will never appear on the record. Very few people will ever know or care that this was one of George's days. For George is not a half-man every day or even for the majority of his working days. Such days may appear 15 or 20 times a year; they may or may not follow a regular pattern. It is important to note that there is always a period of George the competent, dependable whole man, which follows and tends to erase the memory of each half-man episode."

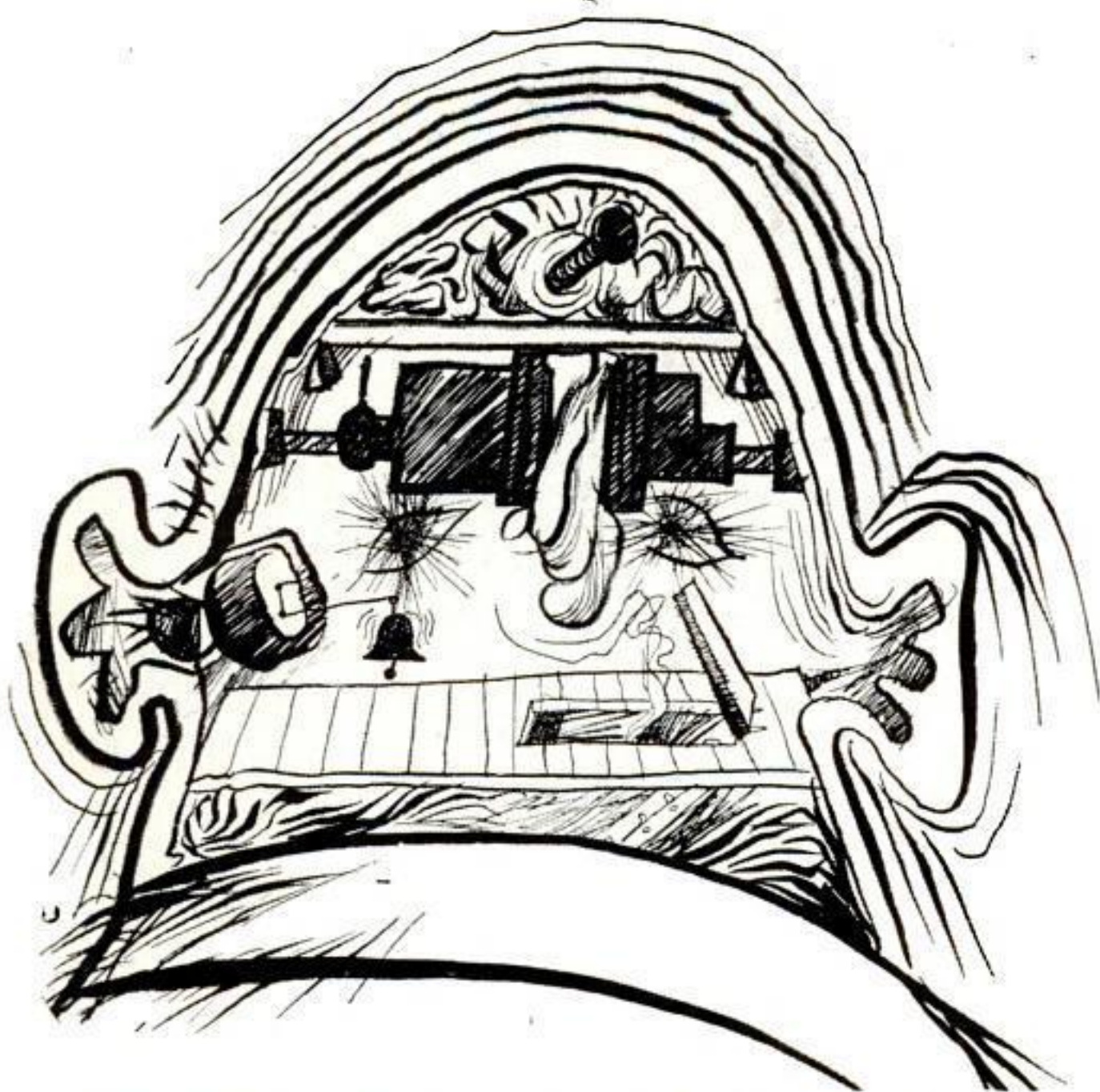
The indirect costs of such days go beyond the mere loss of George's work alone. If he works on an assembly line he slows down his whole team and affects the morale of others. If he has a "front office" job or any job involving relations with customers, clients or subordinates, he is an even more positive liability. His qualities of courtesy, consideration, imagination, humor, judgment, all the intangibles associated with "being good with people," are dulled. "By definition," says Dr. Bacon, "the half-man has lost just these capabilities."

And what about those who boast that they *never* have hangovers even after a hectic binge? These braggarts, Henderson points out, do not know what they are talking about. "If they say that hanging one on every night, even a light one, doesn't affect their work, they are fooling themselves. They never feel their best. They may have forgotten what their best feels like. But they never measure up to their true capacities in any way."

Before we can understand how alcohol operates on the human body to produce hangover it is necessary to understand something of how the body operates on alcohol. The mechanics of intoxication and the problem of habitual drinkers-to-excess have already been analyzed in this magazine ("Liquor," LIFE, May 27, 1946). This account will be confined to those factors which are most directly connected with the problem of hangover.

Chemically the ethyl alcohol molecule, C_2H_5OH , is related to those of sugar, fat and starch, and like them is oxidized by the body processes; that is to say, it is burned as a fuel and converted into heat and energy. Over and above its pharmacological properties, alcohol is thus first of all a food. The disadvantage of alcohol as a food is that it contains no vitamins, minerals or proteins. Like sugar it produces quick energy but no true nourishment. Beer and wine contain some essential food values, distilled liquors none.

The important fact about the metabolism of alcohol is that



SAME INTERIOR ON A MORNING AFTER, WHEN NO BIRDS SING

unlike most other foods it requires no digestion. It passes directly through the walls of the stomach into the blood without undergoing any chemical change.

As soon as alcohol enters the blood, the body starts disposing of it by two processes: oxidation and elimination. Of these the former is the more important in a quantitative sense. Only a small fraction of the alcohol absorbed, never more than 5%, is eliminated in the urine; perhaps 5 to 15% is volatilized in the lungs and exhaled as vapor. By far the largest proportion of the alcohol consumed—80 to 90%—is burned off through oxidation like any other food. The first step in this process takes place in the liver with its complex system of enzymes or ferments. The rate at which the liver performs this job is constant and uniform for everybody, veteran drinkers and novices alike. It can neither be hastened nor retarded by exercise, sweating, deep breathing, cold showers, drugs or anything else. The mechanism of the liver is an impartial and incorruptible timekeeper.

One third of an ounce per hour

IN the case of a healthy man of 150-160 pounds the liver will burn from one quarter to one third of an ounce of alcohol (less than a jigger of whisky) per hour. If he wished to drink slowly enough to enable his liver to keep pace with consumption he would have to dawdle a full hour over a single pallid highball or glass of beer; he would experience neither pleasure nor pain. But since most people drink more rapidly than this, the alcohol they absorb continues to circulate in their blood streams and produces intoxication.

It is in the difference between man's variable rate of consumption and his invariable rate of oxidation that all the pleasures of drinking and sorrows of hangover originate. The speed with which the first drink is "felt" derives from the fact that the circulatory system carries blood to the brain more quickly and supplies it more generously in proportion to weight than any other organ of the body.

Most people experience some intoxication when the alcohol concentration in their blood reaches .15%; few are affected below .1%; and almost none below .05%, a figure arbitrarily fixed in chemical tests on motorists as proof of sobriety. The points at which the various brain centers succumb are constant and invariable in the final phase of intoxication. Both the habitual drinker and the beginner pass out when the alcohol concentration in their blood reaches .4%; both die when it reaches .6 or .7%. The alcohol addict never develops a true physiological "tolerance" in the same way that a morphine addict eventually habituates himself to doses which would have killed him at an earlier time.

In the initial stages of intoxication, however, individuals show wide variations in behavior. One man may be roaring drunk when his blood concentration is less than .1%; another with .25% in his veins may appear as sober as a Methodist bishop. For alcohol tends

CONTINUED ON NEXT PAGE

ARE YOU **SURE** YOU
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SURE, you're shower-clean each morning.

But these hot days, you need something *extra* to guard against the risk of offensive perspiration odor. Men in the know use Mennen, the only leading Spray Deodorant with all the qualities men want. It's longer-lasting, thanks to special ingredient Permater. A cinch to use—"Just squeeze—it sprays." Economical, too, a bottle lasts and lasts!

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and
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as served to
us in our
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THE 7-COURSE MEAL

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Ideal contains a full 7-course
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to amplify individual temperament: a normally phlegmatic man gets dull and sleepy with the approach of intoxication; a normally vivacious man may become a nuisance after a few drinks, as O. Henry implied when he wrote that some men are "half drunk when they are sober." Conscious self-control is an important factor governing behavior in intoxication. The experienced drinker knows what to expect; he anticipates the effects of alcohol and compensates for them, while the novice with the same concentration in his blood is overwhelmed.

There is a point beyond which no drinker can any longer compensate. When that point is reached psychological variables disappear and the course of events is determined rigidly by the special action of alcohol on the brain. This action is anesthesia, the same as that of ether, chloroform, nitrous oxide and other anesthetics. The actual mechanics of anesthesia are still not fully understood, but current theory holds that an anesthetic somehow prevents the nerve cells from utilizing the oxygen in a normal way. Since the top of the brain is most sensitive to oxygen shortage, all anesthetics, as well as alcohol, affect the cortex first and thence progress to the more resistant deeper levels. Their action is quite different from that of narcotics, like morphine, which depress the respiratory center first while leaving the cortex unclouded. Alcohol is thus not a narcotic but an anesthetic.

The implication of these facts so far as hangover is concerned is that its disturbances are primarily the aftermath of a period of anoxemia, or oxygen deficiency in the blood, followed by a similar deficiency in the tissues of the central nervous system. In intoxication the nervous system is starved. Like any other living tissue that is mistreated, it goes through a period of hypersensitivity. As the anesthetic action of alcohol tapers off, the hangover patient becomes aware of his distress. Other anesthetics produce exactly the same aftereffects. In cases of carbon monoxide poisoning, the victim undergoes a sequence of intoxication similar to that of a person getting drunk, followed, if he survives, by a severe hangover phase.

A temporary disturbance, not an injury

A HANGOVER, then is the temporary result of a disturbance of the central nervous system. It is not the result of injury to it. The bodily changes that attend it are transient, functional and reversible, lasting only a few hours. Even in the case of an addict after a two-week binge the effects last not more than 48 hours. Hangover is never accompanied by any structural damage, organic change or tissue alteration. The concentration which alcohol reaches in the bloodstream, even at the point of death, is never strong enough to irritate, much less harm, living cells. Such sensitive organisms as amoebae, human spermatazoa and the like survive comfortably in solutions of alcohol many times stronger than can ever be attained in the bloodstream.

In the end all the alcohol absorbed in the blood breaks down into harmless by-products which are normal constituents of the body: carbon dioxide and water. Post-mortem examinations of countless alcoholics have failed to disclose pathological changes to any organ, including the brain, that can be ascribed to alcohol. Entire generations of animals have been kept deeply intoxicated in laboratory tests throughout their lives without any injurious effect on their health, longevity or progeny. (The surviving offspring of alcoholized strains were bigger and healthier, though fewer in number, than those of sober parentage.)

The only malady that can be attributed directly to alcohol is drunkenness and the tragedies that often result from it. All the other ills for which alcohol has long been blamed—cirrhosis of the liver, polyneuritis, kidney disorders, even delirium tremens and "rum nose"—are now known to be diseases of malnutrition, caused by the addicts' customary neglect of food. The alcoholic who remembers to eat, seldom gets them. The occasional obese alcoholic who suffers from enlarged heart or high blood pressure is always a victim of overeating, a more suicidal habit and one more difficult to interrupt than overdrinking.

These facts may afford some consolation to the hangover victim who is painfully conscious of the immediate penalties of overdrinking. His symptoms seem to him to enjoy a horribly far-flung distribution throughout his body. It happens, however, that all the sorrows of hangover originate in the central nervous system, for this is the part of the body that is immediately affected by alcohol. This readily explains the symptom of headache, but why does hangover bring unslakeable thirst, unsettling gastritis, unbearable fatigue and uncontrollable shakes and jitters? The pathways by which these crude physical symptoms descend from their ultimate source are devious and complex. What

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Just by looking at a new car in a dealer's showroom you can tell a lot about its comfort and style and convenience. But some of its most important features may be out of sight—inside the engine, in the braking system, built into the chassis. Before you buy, find out what these unseen features are—what they offer you in safety and performance and economy. Often, they make the difference in early disappointment and lasting satisfaction in your new car.

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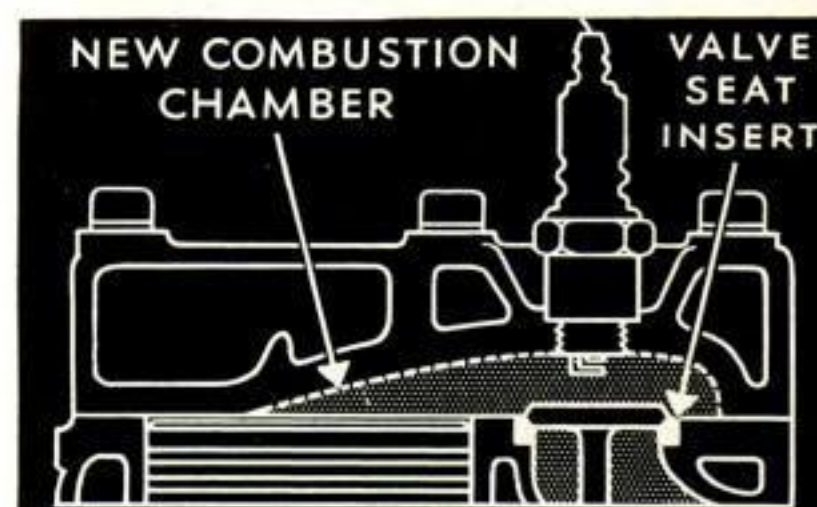
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Plymouth's "follow-through" starting that lets you engage the starter by simply turning the ignition key. Or Plymouth's automatic choke, that saves fuel, assures you of fast, easy starts in any weather. In the lowest-priced field, *only Plymouth* gives you this combination of benefits.



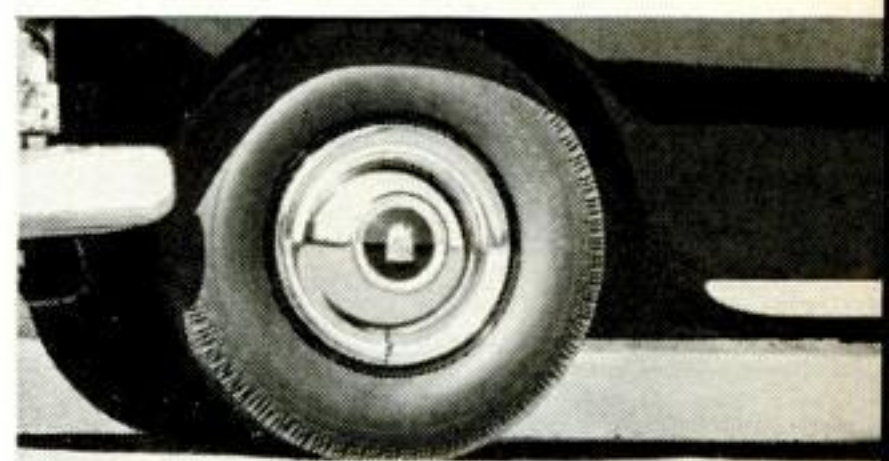
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the new sustained-power-flow in the Plymouth engine that gives you the benefit of smoother, quieter performance. You can't see the chrome-plated upper piston rings that give greater economy. You can't see the special exhaust valve seats that mean greater durability.



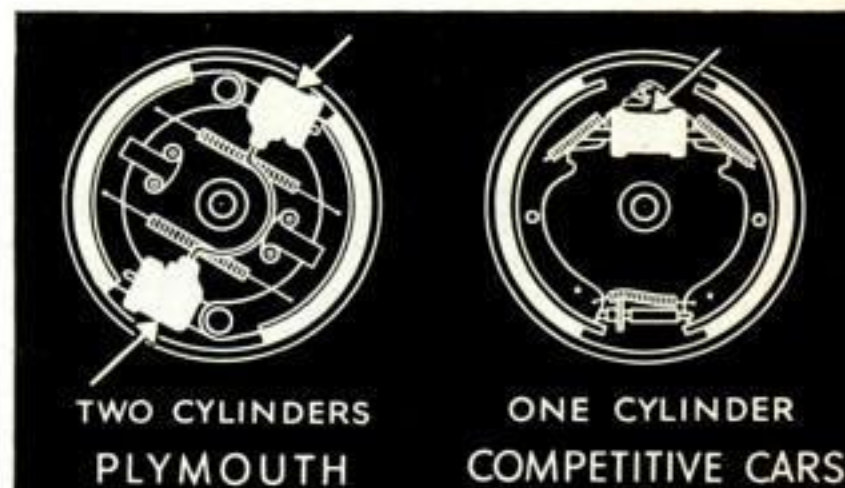
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the special retaining ridges in Plymouth's Safety-Rim Wheels which give you added protection, greater peace of mind. In case of a blowout, they hold the deflated tire firmly on the rim while you slow to a safe, controlled stop. Another Plymouth "exclusive" in its field.



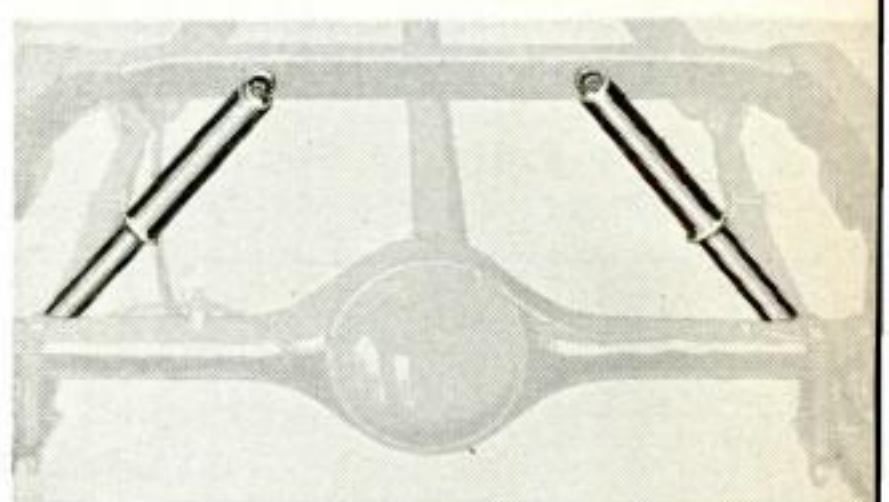
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the *two* hydraulic brake cylinders in each of Plymouth's front wheels, where competitive cars have only *one*. Benefit: in a Plymouth you know what to expect each time you put on the brakes—the same braking pressure gives you even, consistently smooth braking at every stop.



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You can see the beauty of Plymouth's luxurious Two-Toned interiors. You can see the Chair-Height seats that offer riding comfort unequaled in the lowest-priced field. You can see the new Solex Safety Glass* that subdues the glare and heat of the sun. And you can see your Plymouth dealer who will explain the many, many other Plymouth benefits which make for greater value, including the new Automatic Overdrive*.

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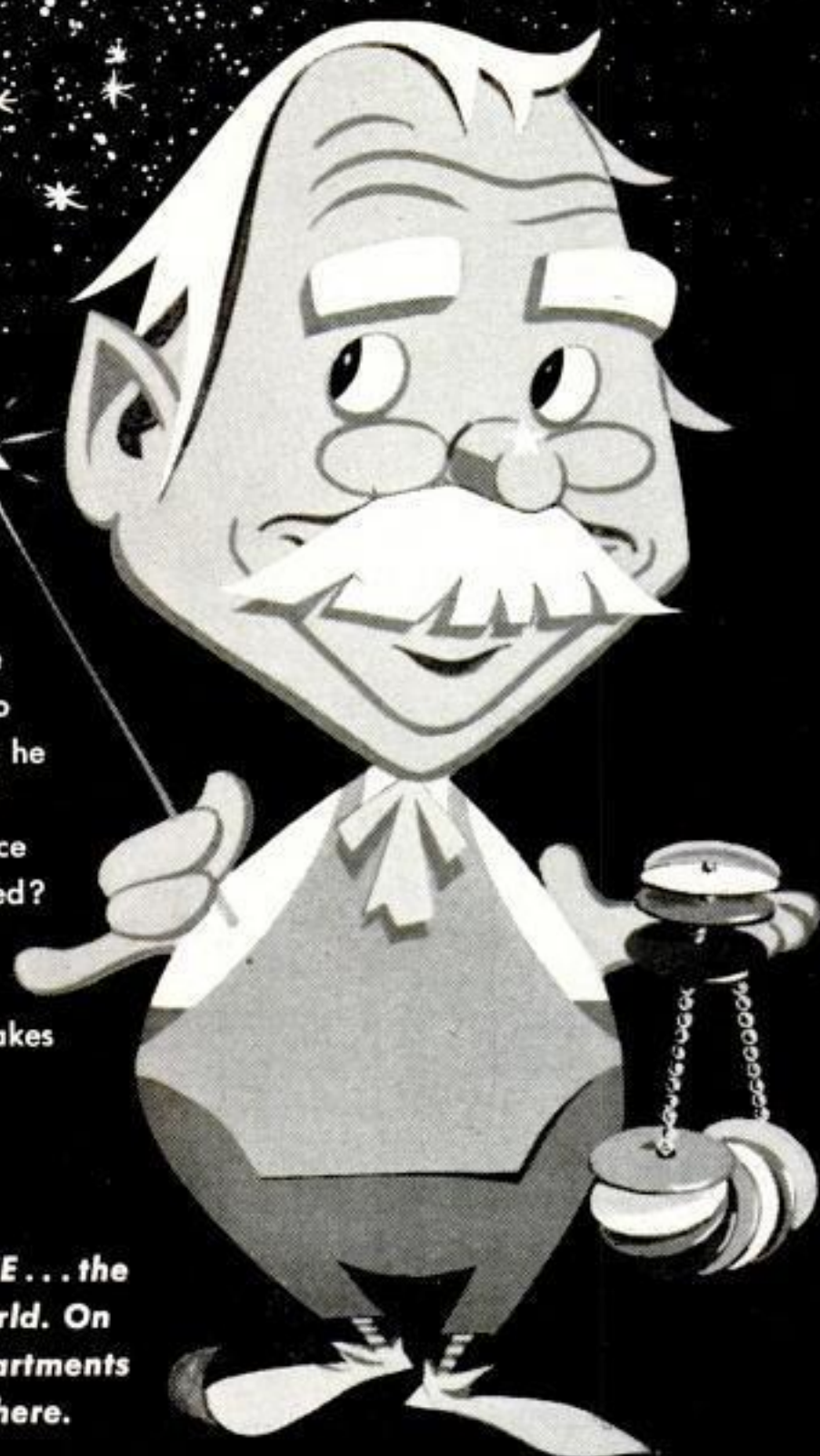
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Little fella, a few hours old came into the shop one day and said: "Plakie, please make me some Plakies!" Took me a while to figure that one out. I guessed that he wanted something light and bright and comfortable and noisy in a nice way. And you know what happened? All the babies in the world wanted Plakies — they're so safe and washable. One part of me makes Plakies all the time, so there'll always be enough to go 'round.

they'll play safe with PLAKIE... the best loved toys in the little world. On sale at better Baby and Toy departments and infants' shops everywhere.

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SYMPTOM #1: THIRST

HANGOVER CONTINUED

follows is a summary of the best present knowledge of their origin.

Thirst: Every drinker experiences persistent dryness of the throat and respiratory tract following an evening of drinking and knows the difficulty of quenching his thirst for several hours in the morning. Contrary to popular belief, alcohol does not "dry out" the body. Full-strength alcohol exercises a dehydrating action but when it is diluted inside the body, even in the highest possible concentrations, it has no such effect.

Hangover thirst is the consequence of a peculiar shift of water within the body resulting from the action of alcohol on the central nervous system. The human body is roughly 70% water. Two thirds of this water lies within the individual cells; the remaining third circulates in areas between the cells in the form of blood, digestive juices, lymph and other body fluids and secretions. Alcohol somehow upsets this balance: some of the water within the

cells shifts to the extracellular spaces. When water is lost from inside the cells, a sensation of thirst occurs.

The total amount of water in the body, however, remains more or less constant. A drinker's frequent trips to the lavatory are to a great extent the consequence of the bulk of liquid he is consuming and not because alcohol noticeably "stimulates" the kidneys. During the first drink or two alcohol apparently slows the production of a pituitary hormone which regulates kidney action. But this effect is short-lived and kidney function soon returns to normal.

The quantities of liquid which the hangover sufferer drinks on the morning after have difficulty reaching the cells; most of it simply pours back into the extracellular spaces and thence right through him, alleviating his thirst only momentarily. It is only when the body's own intricate processes restore the water balance that hangover thirst disappears.



SYMPTOM #2: HEADACHE

The water shift has an important concomitant. For with the shift of water there also occurs a shift of the crucial electrolytes — sodium and potassium salts — which are vital to the functioning of the nervous system. Then chemical equilibrium of the body is thereupon upset. If all the potassium and sodium in the body were withdrawn a person would die. The imbalance in the distribution of these salts, it is thought, is an important factor in producing some hangover disturbances.

Headache: The most important physiological factor here is believed to be the liver. Alcohol is known to impair the functioning of the liver, but just what it does is not established. A malfunctioning liver can prevent the body from eliminating certain toxic products whose presence seems to induce headache.

In certain individuals two other physical causes may underlie the hangover head. Some researchers claim to have found evidences of allergic reactions in hangover. They suspect that impurities in alcoholic beverages or the volatile oils and aromatic essences that give different liquors their characteristic flavors and

CONTINUED ON PAGE 117



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Change to Robt. Burns Panatela de Luxe

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Deliciously different from other cigars...

Try it for a change... Like going on vacation...

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- Robt. Burns Classic 2 for 25¢
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Chef's Salad With French Dressing

● Follow your favorite recipe for Chef's Salad—using this special French Dressing: Combine $\frac{1}{2}$ tsp. salt, 1 tsp. sugar, $\frac{1}{4}$ tsp. paprika. Add $\frac{1}{4}$ cup Heinz Apple Cider, Malt, Tarragon or Distilled White Vinegar* and $\frac{3}{4}$ cup salad oil. Shake well and chill. (Yields 1 cup.) *All four kinds of mellow, full-bodied Heinz Vinegars give you more flavor for your money!

Spaghetti With Beef Balls

● Lightly mix $\frac{3}{4}$ to 1 lb. ground beef with $\frac{1}{3}$ cup minced onion, 1 tsp. salt and $\frac{1}{4}$ tsp. pepper. Form into small meat balls. Brown in 2 Tbs. butter or margarine. Meanwhile, heat two family-size tins Heinz Cooked Spaghetti. Serve spaghetti in casserole with meat balls and green pepper rings around edge. (Serves 4.) P.S.—Get Heinz Cooked Spaghetti in both thrifty snack-size and family-size tins!

Pickles Go Great With Summer Meals!

● Pickles add crisp, cool interest to warm-weather meals—and nobody makes pickles like Heinz! Garnish sandwiches with Heinz Fresh Cucumber Pickle or Heinz Sweet Mixed Pickles . . . serve Heinz Sweet Gherkins or Sour Onions with salads . . . and keep Heinz Sweet Relish handy for hamburgers, hot dogs. Look for the Heinz Pickle display at your grocer's!

Baked Beans With Sliced Frankfurters

● Brown $\frac{3}{4}$ lb. frankfurters, cut in $\frac{1}{8}$ -inch slices, and $\frac{1}{2}$ cup chopped onion in 2 Tbs. butter or margarine. Meanwhile, heat contents of two family-size tins Heinz Oven-Baked Beans in saucepan. Mix beans with frankfurters, place in casserole. (Serves 4 to 5.) P.S.—Heinz Oven-Baked Beans (3 kinds—in tomato sauce with pork, vegetarian style and Boston style) come in regular and snack sizes.

Macaroni With Bacon Slices

● **Sauté 6 strips bacon;** drain; keep warm. In same skillet with 1 Tbs. drippings, heat contents of two family-size tins Heinz Cooked Macaroni. Serve in casserole topped with bacon. (Serves 4.) **P.S.**—In new snack-size or regular family-size tins, Heinz Cooked Macaroni is a quick-to-fix treat crowned with smooth, cheese-flavored cream sauce! It's smart to keep both sizes handy for youngsters' lunches and emergency meals!

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KEEP a whole summerful of cook-free, carefree, afternoons off—right on your pantry shelf! By planning meals around fully prepared, home-tasting Heinz 57 Varieties, *you* stay cool—the family stays well fed! Delicious Heinz Condensed Soups—served with sandwiches or salads—make ideal hot-weather lunches. Heinz Cooked Spaghetti, Macaroni and Oven-Baked Beans are delightful by themselves—can be stretched into even sturdier meals by adding frankfurters or bacon. Have your pantry stocked with these and other high-quality, low-cost Heinz foods . . . for better eating, easier living . . . this summer! You *know* they're good because they're *Heinz*!

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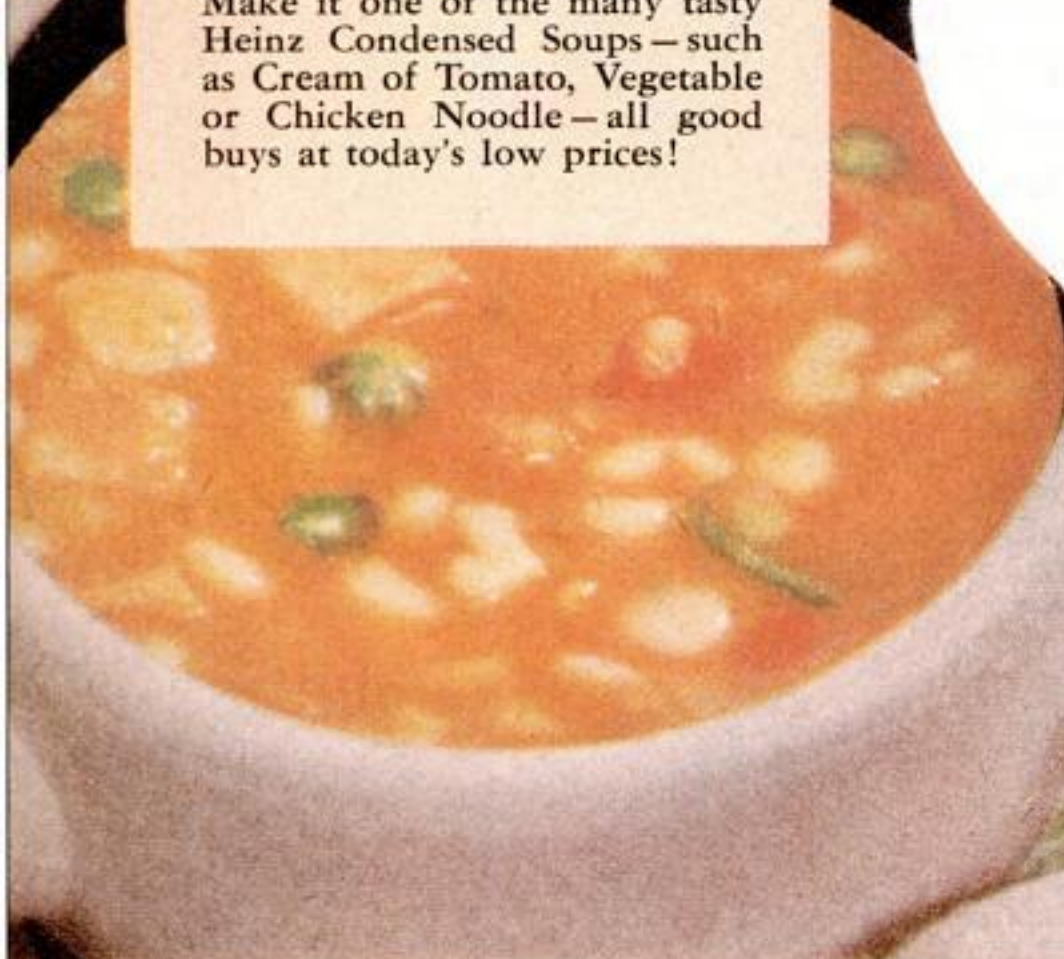
● **Take a big, nourishing bowl** of delicious Heinz Soup—add a peanut butter sandwich or a salad, fruit and beverage—and you've a well-balanced summer meal in *minutes*! Your family needs a hot dish at every meal! Make it one of the many tasty Heinz Condensed Soups—such as Cream of Tomato, Vegetable or Chicken Noodle—all good buys at today's low prices!

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A Sauce
To Flatter Every
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● **You have extra flavor** to glorify every meal with these Heinz favorites—Heinz Tomato Ketchup, Heinz Chili Sauce, Heinz 57-Sauce, Heinz Worcestershire Sauce, Heinz Mustards (Yellow and Brown).

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OUR MARINES' LIFELINE to the sea was in danger. A Communist force of 4,000 men had seized the key hill overlooking Hagaru-ri in the desperate Chosin Reservoir fighting. The hill had to be taken. But there were no combat forces available.



Lieutenant Colonel Myers, then a major, rallied together clerks, cooks, and other service personnel, and led a make-shift unit of 250 men in an assault up the snow-covered 600-foot hill. Lacking combat officers and non-coms, Colonel Myers ranged the entire attacking front, leading his outnumbered forces upward in the face of murderous fire concentrated on him. After 14 hours of bitter struggle, the enemy was routed, the hill captured, and the route to the sea secured. Colonel Myers says:

"When a handful of men can help turn the tide of history, just think of the invincible strength of 150 million people working toward a common goal—a secure America! That's what you, and millions of people like you, are accomplishing with your successful 50-billion-dollar investment in U.S. Defense Bonds.

"Peace doesn't just happen—it requires work. Our troops in Korea are doing their part of the job. You're doing yours when you buy Bonds. Together we can hammer out the peace we're all working for."

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Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) *All maturing E Bonds* automatically go on earning *after maturity*—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan where you work! Or inquire at any Federal Reserve Bank or Branch about the Treasury's brand-new bonds, Series H, J, and K.



Lt. Colonel Reginald R. Myers, USMC Medal of Honor



Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!



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SYMPTOM #3: FATIGUE

HANGOVER CONTINUED

bouquet may incite an allergic reaction in an especially sensitive person and thus give him a headache.

Psychological causes are equally significant in hangover headache. Anxiety, worry, remorse—emotions which are intensified in the hangover period—can cause fluctuations in blood pressure. When there is an alternation of first much and then little blood reaching the brain, headache follows.

In his authoritative work, *Headache and Other Head Pain*, Dr. Harold G. Wolff holds to a different theory, which he calls "psychobiologic" causation. More important than the toxic action of alcohol on the system in hangover headache, he says, is "the effect on the subject of late hours, loss of sleep, excitement of social intercourse (talking, singing and laughing), sustained effort and exhaustion, loss of restraint and perhaps some remorse."

The Yale Center hopes to confirm this theory in an experiment planned to differentiate the toxic effects of drinking from the "party" effects. A group of volunteers will be allotted generous quotas of liquor and instructed to drink quietly in their rooms, in complete solitude and silence, until they pass out. It is expected that no one will have a headache next morning.

Fatigue: However other symptoms vary, fatigue is a universal component of hangovers, great and small. The addict is prostrated after a spree by the excessive demands he has made on his system for hours and days. He is undernourished, suffering from lack of sleep, exhausted by the emotional tensions that descend on him anew as he returns to sobriety. In the common hangover these same factors are at work.

During an evening of alcoholic overindulgence the drinker uses his resources uneconomically. His decreased control leads him to talk too much, smoke too much, expend too much body heat, waste effort in all sorts of useless motions and squander his store of energy in unchanneled, unbridled, meaningless activity. His pulse rate and blood pressure go up, not only because of the alcohol, but because of his strenuous activities and, if he is a smoker, because of the extra nicotine he has absorbed.

His recovery the next day is impaired by insufficient sleep. He has not only stayed up too late, but he has slept badly. After a brief period of initial stupor the drinker is likely to lapse into a progressively lighter and more restless slumber, during which he may experience disturbing dreams or nightmares. After a relatively short period of sleep he awakens in a state of nervous excitation, despondency and physical distress and sleep becomes impossible. Sleeplessness thus compounds the fatigue which overhangs and exacerbates the localized hangover symptoms.

Tremors, jitters, shakes: Nervous symptoms like these are pri-



SYMPTOM #4: SHAKES

CONTINUED ON NEXT PAGE

BAD BREATH "Kissing Sweet" in Seconds



**Delicious new chlorophyll* chewing gum
banishes breath odors from:
ONIONS, GARLIC, SMOKING and most other causes**

More people buy CLORETS than any other breath freshener. Striking evidence that millions of people, yes, tens of millions, find CLORETS to be the most effective, the most delicious breath freshener.

RICH IN CHLOROPHYLL* . . . CLORETS Chewing Gum actually contains 3 to 4 times more true, water soluble chlorophyll than other leading gum or mints. That's why CLORETS makes your breath "Kissing Sweet."

TRUE, NOT SYNTHETIC . . . CLORETS Chewing Gum contains true, water soluble chlorophyll. Not an imitation. Not synthetic. CLORETS give you

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NO MEDICINAL TASTE . . . Though extra-rich in chlorophyll, the flavor of CLORETS CHEWING GUM is simply delicious. You'll enjoy it.

MAKE THIS "Kissing Sweet" TEST



Eat onions or a garlic salad. Take a drink. Smoke. Then chew CLORETS. Now exchange a kiss. You'll be told "Your breath is certainly Kissing Sweet."



*water soluble chlorophyll factors



**You make linens
more than white with
CLOROX...you make
them *sanitary*, too!**

Clorox is more, much more, than an extra-gentle bleach...it's one of the world's great disinfectants. Used in laundering, Clorox helps protect your family against infectious germs which often survive ordinary washing!

Yes, Clorox-clean cottons and linens are more than snowy-white or color-bright...they're sanitary, too...for Clorox is the most efficient germ-killer of its kind! Clorox also deodorizes and removes stains. In addition, it's free from caustic—extra gentle on fabrics! So, to conserve linens...to protect health...use Clorox every washday!

And a CLOROX-clean home helps protect health, too!



Laundering isn't the only way Clorox helps protect your family's health. In routine cleaning of kitchen and bathroom, Clorox removes stains, deodorizes, disinfects. And the Clorox type of disinfection is recommended by public health authorities. See directions on the label.



**When it's CLOROX-clean...
it's SAFER for Family Health!**

HANGOVER CONTINUED

marily emotional in origin, resulting from the state of excessive anxiety and tension in which the hangover sufferer invariably finds himself on returning from the nonreality of intoxication. "The general psychological picture in hangover," says the Yale Center's Dr. Giorgio Lolli, "is that of a person saying, 'The world doesn't offer me anything. I have lost everything. I am worth nothing.' The hangover is a time of sorrow." (In Proverbs it is written: "Who hath woe? Who hath sorrow? . . . They that tarry long at the wine.")

Gastritis: The digestive upsets of hangover are, like its other ills, produced indirectly via the central nervous system rather than by the direct impact of alcohol on the affected parts. In full strength ethyl alcohol is irritating to membranes and tissues. In the 50% concentration that exists in 100 proof whisky it is still strong enough to produce a burning sensation in the throat and to excite an excess of mucus in the gastric fluids. Prolonged consumption of undiluted liquor may ultimately cause hoarseness of the throat ("whisky voice") and chronic gastritis. But the concentration of even a strong highball—one made, for example, with equal parts of whisky and water—is only 23 to 25%; the majority of drinkers dilute their beverages still more. In concentrations of less than 20% alcohol is not irritating to the membranes of the stomach. A 10% solution can be dropped in the eye without irritation.

The gastric disturbances of hangover occur independently of any direct action of alcohol on the lining of the stomach. They will take place even when alcohol is injected into a vein. By its action on the central nervous system alcohol progressively 1) increases stomach activity, 2) slows it down, 3) stops it entirely. It is well known that one or two drinks before dinner stimulate the appetite for food. It is believed the impact of alcohol on the nervous system might cause certain hormones to be released in the body; these in turn might induce the flow of the gastric juices that digest food; hence the cocktail or *apéritif* before dinner, and the cordial or brandy afterward.

When a person drinks on an empty stomach, the excess of gastric fluids, unmodified by food, tends to irritate the stomach lining and may be injurious to persons with ulcers. It is the acidity of the gastric fluids excited by alcohol, and not the alcohol itself, which makes drinking hazardous for ulcer patients.

The jaded appetite that often follows an evening of indulgence is a result of the stomach's lining being irritated and the stomach's motility being slowed down. After excessive drinking the stomach does not give hunger signals as it normally does. Some drinkers feel too queasy for anything but bland foods the morning after, but others attempt to "wake up" their stomachs with highly seasoned foods like chili con carne and curry.

Because of its progressive action, different quantities of alcohol produce strikingly different effects. Thus while moderate amounts of alcohol increase stomach motility, large amounts may halt it altogether by closing the pyloric valve between the stomach and the small intestine. Since none of the contents of the stomach can pass into the intestine, digestion stops and nausea is the result.

A still obscure factor in the gastric distress of hangover is the liver. Alcohol clearly has a temporary disturbing effect on the liver but the actual processes are not known.

These, then, are the outlines of the hangover constellation together with the principal known causal elements. What to do about them, how to prevent them and how to cure them are questions about which every drinker has had some sort of an answer since man first made wine. The body of folklore and superstition that has accumulated around hangover is as large and foolish as any of man's mythologies. Many modern notions of hangover



SYMPTOM #5: GASTRITIS



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Outdoor
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Add the extra zest and tangy goodness of Lea & Perrins Worcestershire...when you grill, broil or barbecue. What hearty, robust flavor it gives steaks, chops, hamburgers, barbecue sauce! Keep a bottle by the grill...another on the picnic table.

*salt & pepper
are not enough...add*

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FOR
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**HOT AND HEARTY
AND OH, SO GOOD!**
MAKE IT
Campbell's
**VEGETARIAN
VEGETABLE SOUP**

Feast of 14 fine vegetables in savory broth—strictly vegetable!



CONTINUED ON PAGE 120

The new plastic bandage

CURAD[®]

doesn't just cover germs— fights 'em !*



STAYS ON IN WATER

Go ahead and swim, bathe, wash, do the dishes. A Curad won't come off. It's waterproof plastic!

you can wash with it on!

STAYS CLEAN—dirt washes right off

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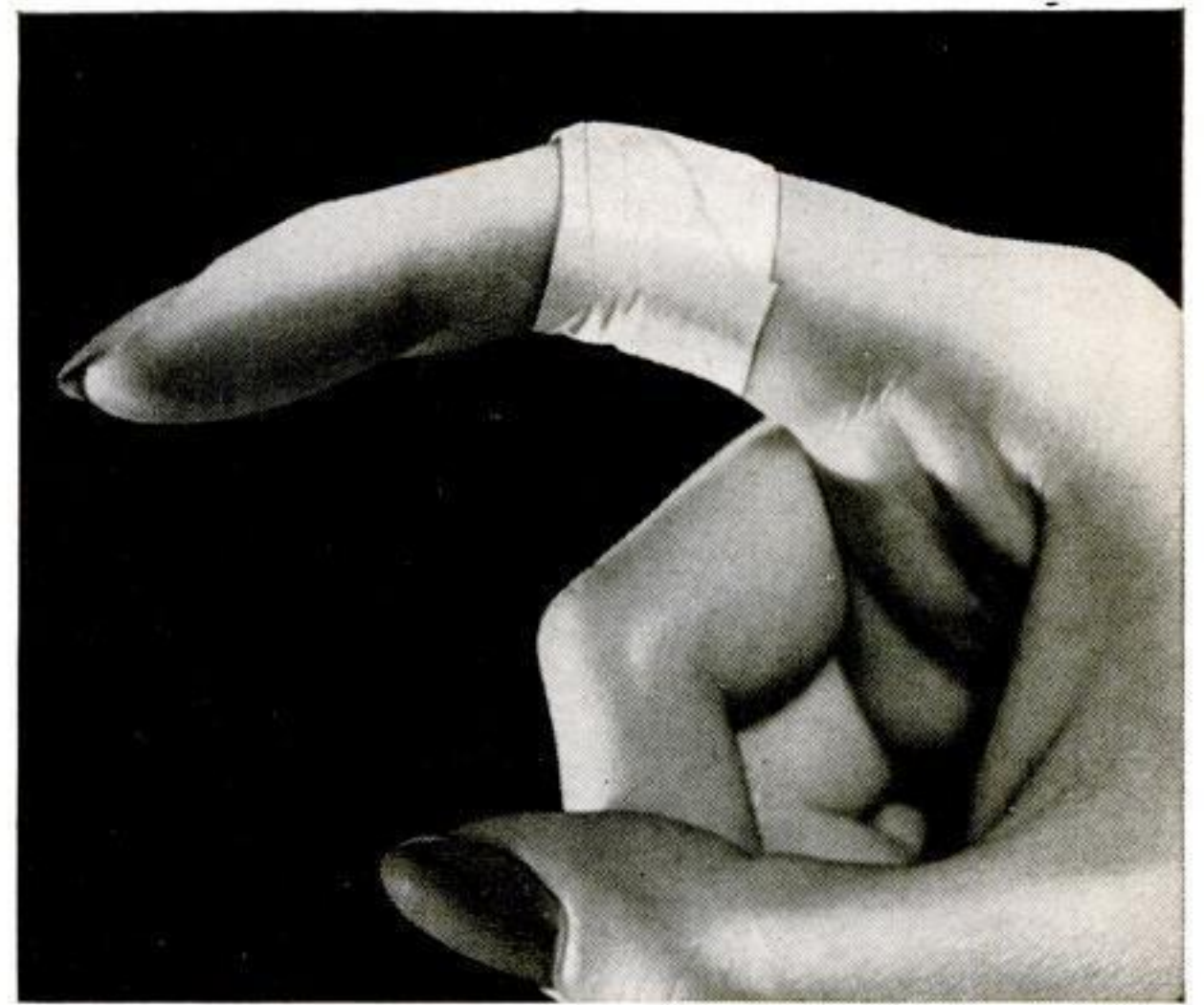
STAYS ON—outlasts 3 old-style bandages

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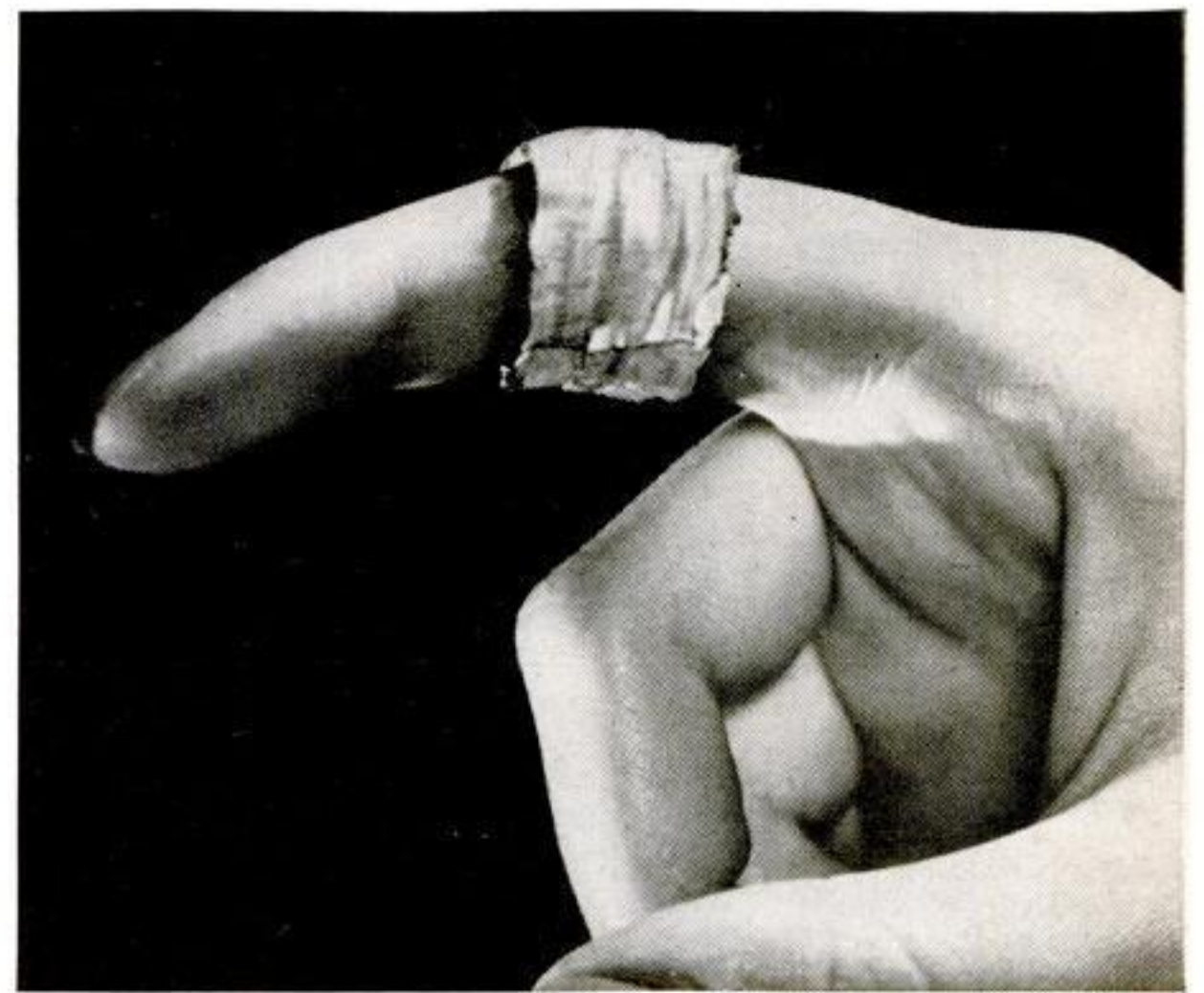
CURAD PLASTIC BANDAGES

Made by Bauer & Black, Division of The Kendall Company

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New CURAD plastic bandage. Its surface is slick like china—so dirt and grease wash right off. Its edges can't ravel. And it's elastic plastic. Moves with your skin, fits like your skin even on knuckles and knees.



Old-style cloth bandage. No more dog-eared, dirt-catching bandages that keep coming unstuck. A CURAD stays neat, stays stuck till you take it off. Doesn't leave sticky streaks. And it's so thin you hardly know it's on!



prevention and therapy are little more practical than the remedies prescribed by Pliny the Elder in his *Naturalis Historia*: "The eggs of an owl, administered to drunkards three days in wine . . . a sheep's lights roasted, eaten before drinking . . . the ashes of a swallow's beak, bruised with myrrh and sprinkled in wine."

One of the hoariest theories of hangover prevention rests on the premise that certain forms of alcohol are less toxic than others. Millions of drinkers are positive that Scotch is safer than rye, that bourbon is gentler than gin, or that highballs are wiser with water than soda. The fact of the matter is that any intoxicating beverage will produce a hangover if enough alcohol gets into the blood.

Alcohol is no more "potent" in whisky than it is in beer or wine. Regardless of the form in which it is consumed it always takes the same individual the same amount of time to oxidize it and eliminate it from his system. An ounce of whisky in a shot glass disappears more quickly than a glass of beer; hence it is usually the fast-working whisky drinker who absorbs the most alcohol in an evening. But if two men of the same weight stand at a bar, one drinking a large glass of beer for each one-ounce jigger of whisky consumed by the other, the contest will be about even.

The beer vs. the whisky hangover

It may take the beer drinker slightly longer to feel the effects of intoxication, since beer contains a certain amount of carbohydrate which tends to delay the absorption of alcohol into the blood; he is, in effect, not drinking on an empty stomach. But drink for drink the alcohol concentration in both men's blood will eventually arrive at the same level, and since it took the beer drinker a little longer to reach his peak, the alcohol will remain in his system a little longer and his hangover period will be a little more prolonged.

Among distilled spirits a few minor side differences exist which may account for slightly different effects in terms of individual tolerance. No complete chemical analysis of alcoholic beverages has ever been made. But it is known that in the process of fermentation and distillation between 100 and 200 minor by-products are formed in addition to ethyl alcohol. Among these by-products are ether, glycerin, acetic acid, acetone and small amounts of the higher alcohols (amyl, propyl, octyl, etc.) which are lumped together under the term "fusel oil." These varied by-products are called congeners and their distribution varies with the drink. Some are responsible for the bouquet of the beverage (ethyl alcohol itself has virtually no odor); others have an unpleasant flavor which must be disguised. In whisky manufacture the initial raw distillate is aged in charred wooden kegs. This aging process does not remove the congeners but merely causes new aromatic substances to form which disguise the raw taste of the fusel oil and give whisky its characteristic flavor.

Studies made at the Yale Center show that certain congeners, even in minute amounts, tend to slow down the rate at which alcohol is oxidized in the body. In other words these congeners prolong the alcohol's aftereffects though they produce no toxic effect of their own. The amount of fusel oil in whisky increases with aging. From this fact there emerges the surprising deduction that fine old bottled-in-bond whisky may produce in some people a more prolonged hangover than a blend of equal proof. Gin, containing fewer congeners, is oxidized in the body somewhat more rapidly than whisky. Pure ethyl alcohol, being entirely free of congeners, oxidizes fastest of all. Individuals who insist that gin gives them worse hangovers than whisky may be allergic to oil of juniper, the usual flavoring element in gin.

Taste is an important psychological factor in hangover. Drinkers who enjoy alcoholic beverages can often give themselves a hangover by believing that a certain drink will make them sick. Actually there is no physiological reason for a person to develop a worse hangover from rye than from bourbon, or from bourbon than from Scotch. A whisky of the same proof will affect the same person in the same degree. But the individual who believes that he cannot drink a certain type of whisky will frequently be sick the next day if he knowingly drinks it.

The same principle applies to the erroneous notion that mixing drinks is harmful. A cocktail is a very mixed drink but it is not the fact that gin and vermouth are mixed in Martinis that renders them "lethal" to some people who habitually abjure them for highballs. The danger in Martinis is that they go down faster than highballs.

The person who fears to mix Martinis with Manhattans, whisky with beer, gin with sherry, is justified not by physiology but by psychology: the combination of flavors may sicken him no less than a combination of oysters with maple syrup or a fudge-and-cheese sundae.

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ADDED QUARTS
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The way
thousands of
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Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

INGROWN NAIL Hurting You? Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

AMAZING NEW DISCOVERY!

Amm-i-dent Chlorophyll Tooth Paste

Stops Bad Breath, Reduces Decay

GUARANTEED NOT TO STAIN!*

AMMONIATED TO HELP PREVENT CAVITIES

That's important! Particularly to the children! Every brushing with Amm-i-dent's proven anti-decay formula helps prevent new cavities. Test after test proves it. Amm-i-dent reduces decay as no other dentifrice can do!

Now, with chlorophyll, Amm-i-dent provides the perfect tooth paste—protects against decay and mouth odors, as no tooth paste has done before.



MORE DENTISTS RECOMMEND AMM-I-DENT TOOTH PASTE AND POWDER

One year after introduction, Amm-i-dent Tooth Paste and Amm-i-dent Tooth Powder were being recommended by more dentists than any other.

This same anti-decay formula is in new Amm-i-dent. If your children have had too many cavities, get Amm-i-dent right away. Help them to prevent cavities by regular use of Amm-i-dent.



READER'S DIGEST SPREAD THE NEWS!

Millions of Americans first learned of chlorophyll and the ammoniated dentifrice through Reader's Digest articles. They tell the amazing story of the greatest dental advances of the century.

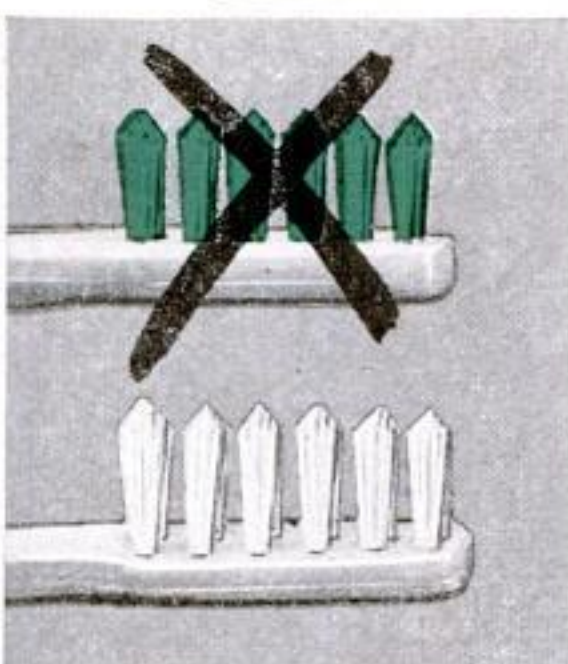


Glorious, Refreshing "Springtime" Taste!

Your first brushing with Amm-i-dent Chlorophyll Tooth Paste will tell you why chlorophyll is called the "springtime" ingredient.

That clear, cool taste is as refreshing as fresh spring-water! How it wakes up your mouth—

chases away that "dead," dull taste, especially if you're a heavy smoker! And remember, Amm-i-dent Tooth Paste, with full strength, active Chlorophyll, kills mouth odors and helps to prevent cavities with every brushing.



*No Stain on Tooth Brush or White Towels!

Amm-i-dent Chlorophyll Tooth Paste is absolutely guaranteed not to stain. Your tooth brush stays white, brushing after brushing. Bathroom fixtures can't be discolored with green stains. Towels, clothes wash right out to snowy whiteness. No more ruined towels! No more green brushes. It's chlorophyll with no stain!

CHLOROPHYLL TO KILL MOUTH ODORS!

Now, at last, the magic action of chlorophyll has been combined with ammoniated anti-decay ingredients to make the perfect tooth paste—Amm-i-dent Tooth Paste with Chlorophyll. Regular daily use of Amm-i-dent Chlorophyll Tooth Paste kills all mouth odors instantly. And Amm-i-dent is guaranteed not to stain—as other chlorophyll products do.

It's the tooth paste for the whole family! Certainly you want your family to get the benefit of ammoniated anti-decay ingredients. And you want chlorophyll to kill oral bad breath. New Amm-i-dent gives you both!

Yes—here is the perfect tooth paste. It cleans your teeth to a sparkling smile. It reduces tooth decay. It destroys mouth odors. And it tastes wonderful! Get it today!



Don't Kiss Romance Good-bye!

Today there is absolutely no excuse for giving offense. The powerful magic of full strength, active chlorophyll in Amm-i-dent can kill mouth odors instantly! Use Amm-i-dent Chlorophyll Tooth Paste twice a day.

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AMMONIATED TOOTHPASTE WITH
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At Last! A GREEN TOOTH PASTE THAT WILL NOT STAIN



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Get all the performance that's built into your Hoover. Just phone your authorized Hoover service agency and ask to have your Hoover cleaner inspected without cost or obligation.

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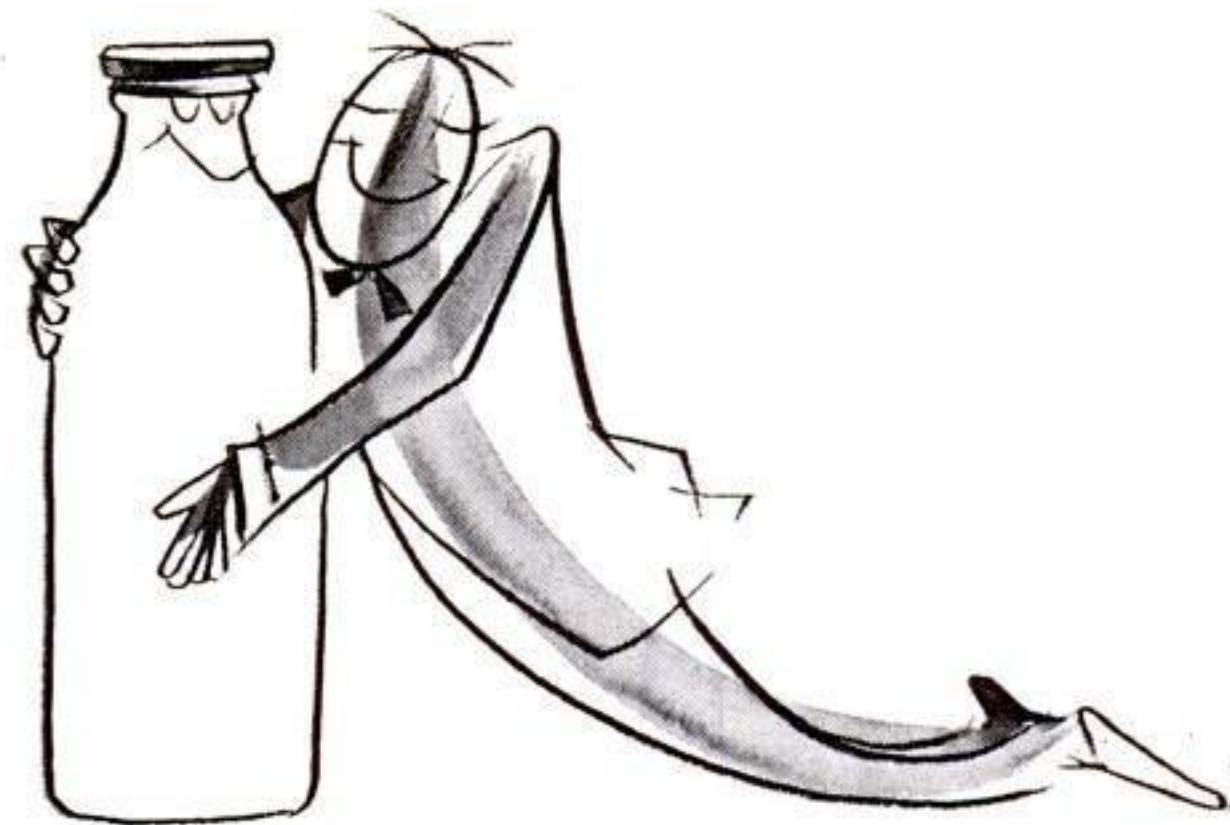
MR. GIGGLES of TV & Radio says: "FRANKly delish"

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MANY DRINKERS ASK TOO MUCH OF MILK

HANGOVER CONTINUED

The whole question of hangover prevention has been clouded in the popular mind by confusing it with notions of how to impede or forestall intoxication. Food in the stomach will retard intoxication because it delays the rate at which alcohol is absorbed into the blood. A man may have to drink six highballs after dinner in order to engender the same "kick" that three provide beforehand. But in doing so he has ingested twice as much alcohol. It will take him more than twice as long to absorb, oxidize and eliminate it and he may continue to feel its aftereffects next day. From the standpoint of hangover, if not intoxication, the drinks after dinner are most dangerous.

There is a popular belief that hangover can be forestalled by swallowing a few ounces of olive oil or cream before drinking. This measure will retard intoxication but not hangover. Both olive oil and cream line the walls of the stomach, render it less porous, and thereby slow absorption of the alcohol. This is a highly useful precaution prior to a drinking contest. Its perils lie in the fact that an individual who has thus provided against intoxication may become impressed by his resistance to alcohol, get overconfident and over-indulge. What he gains in temporary sobriety he loses in prolonged hangover grief.

Conversely, the custom of a glass of milk before bed may slightly palliate an impending hangover. Although it can never "catch up" to the alcohol already in the system, it may soothe a stomach irritated by strong drinks and furnish a little extra nourishment to a weary body. Copious drafts of water before bed are more likely to provide a restless night than alleviate hangover thirst. The same holds true for water drunk with alcohol. Soda water is even more effective in this respect since all carbonated beverages tend to increase stomach motility and speed the emptying process.

A throne for a cure

EVEN more than the prevention of hangover, the question of a cure, once the pangs have set in, has preoccupied the lay drinker, to say nothing of the pharmacologist. "Pick a throne," Dr. Ferdinand C. Helwig and Walton H. Smith write in their book, *Liquor the Servant of Man*, " charter the *Queen Mary* for a year, observe Gutzon Borglum carving a mountain into your likeness; these are a smattering of the payoff for the man who finds a hangover cure. . . . So far there has been no honest hint of his appearance."

At the present moment a specific for the hangover appears to be as remote as one for the common cold. And contemporary principles of treatment are about the same: keep the patient comfortable, minister to his special needs. For headache, prescribe some mild analgesic like aspirin; for gastric distress, mild effervescent salts to increase stomach motility; for tremors and insomnia, mild sedation and perhaps a warm bath. Strong coffee, while good for headache, is the last thing in the world for a man with the shakes. Fresh air is important, for the hangover sufferer is a victim of anoxemia. Food is important, especially food rich in carbohydrates, for the hangover sufferer is a victim of exhaustion and needs to increase the sugar content in his blood as rapidly as he can. Most important of all is rest—not exercise, not sweating—and still better, sleep. (It is the relaxation of a Turkish bath, not the perspiration that renders it valuable to hangover therapy.)

The most venerable cure of all is, of course, the hair-of-the-dog; and it is one of the most effective for the normal, noncompulsive drinker, with a normal hangover. The value of hair-of-the-dog

CONTINUED ON PAGE 124



It is better to look for
"Sanforized" on the label before
you buy...than to wish you had.

In that way you'll **KNOW** for
keeps—that your
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shrink out of fit.
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Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

Week-end Handyman?

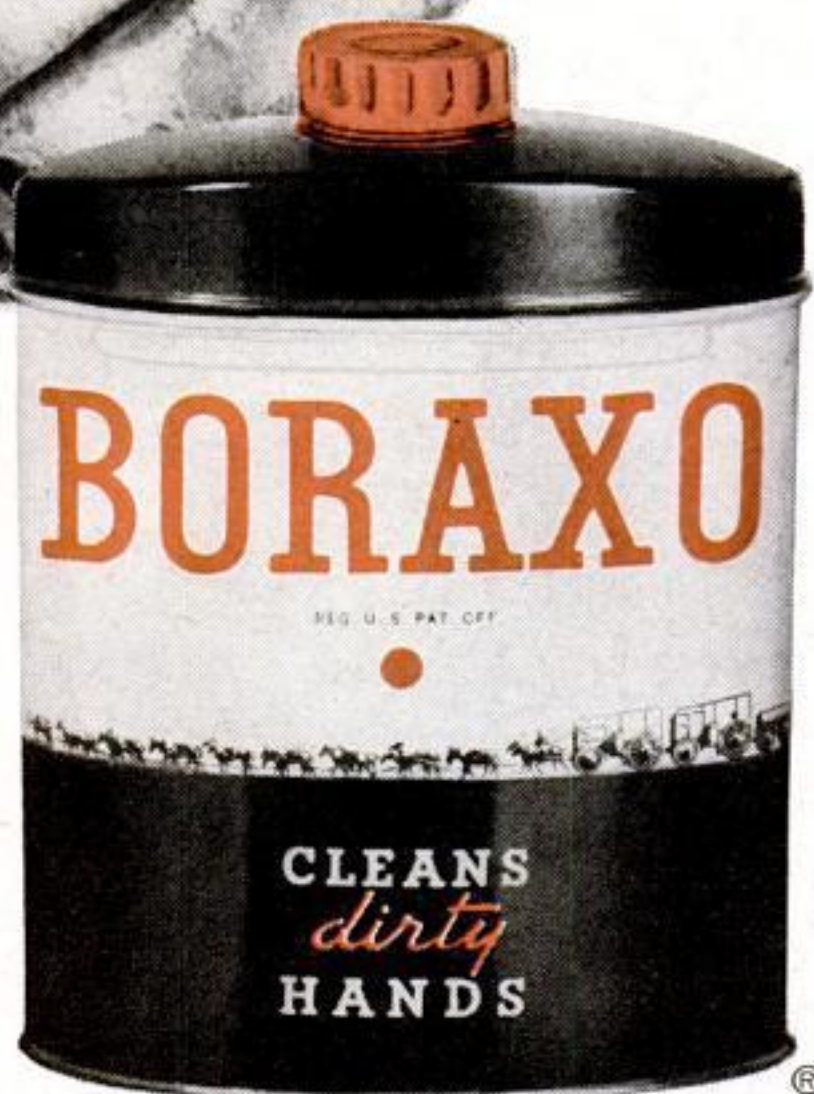


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but
save your
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Boraxo "melt-away"
action cleans hands
faster, gentler than
any other hand soap!



Clean up fast—with this wonderful powdered hand soap! BORAXO contains an "exclusive" fast-cleaning agent, tiny soluble crystals that dig down for dirt—then melt away—leaving hands and knuckles soft. Whiz through cleaning after gardening, household work, "week-end handy-man" jobs. Get BORAXO, get hands twice as clean in half the time!



ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

HANGOVER CONTINUED

therapy lies in the fact that it can alleviate all of the manifold ills of hangover with a single shotgun quaff—for the time being. It momentarily anesthetizes the pain of headache, quiets the nerves, promotes digestion, whets the appetite, provides a spurt of energy, fills the patient with a new sense of security and optimism and in general makes life worth living.

Doctors and psychiatrists concerned with the study of alcohol are now investigating new methods of hangover therapy as a possible key to the enigma of addiction. For it is when engulfed in the agonies of hangover that the alcoholic, racked by intolerable fear, disarmed and desperate in the blinding glare of returned consciousness, sees no alternative but to rush back to the solacing semistupor of drunkenness, and thence spiral downward to oblivion. If the cycle could be broken at this point by mitigation of the torture of catastrophic hangovers, the broader problems of alcoholism might be more accessible of solution.

Various methods of treatment are now being tried in alcohol clinics across the land. Massive vitamin injections have proved useful in speeding the recovery of addicts suffering from dietary deficiency. Some of the newest drugs—cortisone, ACTH (a hormone extracted from the pituitary gland), Tolserol and ACE (Adrenal Cortical Extract)—give promise of helping to restore more rapidly the chemical imbalance of nervous systems ravaged by prolonged abuse. But these drastic methods are for hangovers that require hospitalization. It is not likely that endocrine therapy will be available to common hangover sufferers for some time to come.

In the meantime there is an antidote that some experts believe may be the best man can ever hope for. "The panacea for hangover," says Dr. Leon A. Greenberg of the Yale Center of Alcohol Studies, "will be at hand when people learn to drink sensibly. It won't come in the form of a pill. It will come in the form of intelligence."

Abstinence is not the answer, save for the uncontrollable drinker. Alcohol has a legitimate place in the world. Indeed, for those suffering from certain forms of heart disease, alcohol is an indispensable medicine, which is why Sir William Osler poetically dubbed whisky "the milk of old age."

Civilization not only engendered alcohol but apparently created in civilized man the notion that he needs it as a weapon and insulation against the fears, frustrations and disenchantments of an increasingly complex society. For alcohol gives man a temporary vacation from his memory, erases the recriminations of the past, hides the doubts of the future and helps him to enjoy the present. It is not alcohol, therefore, but man's boundless and unbridled appetites that produce the ills for which it is often blamed. Alcohol is no more responsible for man's misuse of it than food is responsible for his gluttony. A century ago Dr. Oliver Wendell Holmes epitomized what appears still today to be the final answer to hangover:

*'Tis but the fool that loves excess; hast thou a drunken soul?
Thy bane is in thy shallow skull, not in my silver bowl.*



SOME OLD PEOPLE DRINK ON DOCTOR'S ORDERS

THE STILL LIFE THAT WOULDN'T BE STILL...

As our photographer was posing this bowl of KELLOGG'S RICE KRISPIES, he thought he had a still life. Then we poured on the milk, and all those delicious Rice Krispies began shouting "Snap! Crackle! Pop!" to prove how

crisp they were. We think you'll agree, as he did. "The talking cereal" has lots of life, but it's hardly still.



"snap!"



"crackle!"



"pop!"



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Lots of energy generators, plus the natural rice values of thiamine (B₁), niacin and iron.

"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-toasted rice.



Other times, other tastes...



What made Milwaukee change its mind?

No doubt about it...modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing: *"I'm from Milwaukee and I ought to know, it's Blatz, Blatz, Blatz, wherever you go."*

Today, it's Blatz!



Milwaukee's finest beer!



See Amos 'n' Andy on CBS-TV...consult newspaper for time and channel. ©1957, BLATZ BREWING CO., EST. 1851 IN MILWAUKEE, WIS.



A POSE OF '02 RESUMED

A class reunion recalls old Limburger in Lima

Like any graduates, then or now, the Lima (Ohio) high school class of '02 was solemn-faced and purposeful as it posed one June day in Edwardian elegance before the old Samuel Baxter place (above). Last month, 50 years later, 31 survivors took their old positions in front of the slightly remodeled Baxter house (below) and, facing the camera for an anniversary picture, smiled gently at the remembered solemnity. What did they talk about after half a century? The still unsolved mystery of who put Limburger in the heating-system ducts one memorable day 50 years ago.

THE CLASS OF 1902 poses for its graduation picture (above) and for its 50th anniversary (below). Twenty-seven of the class are missing from the 1952 picture—20 dead, seven unable to attend. But two members absent in 1902 attended the anniversary. Grads are identified by matching numbers. 1—Clarence Miller. 2—Floyd Mat-tice, absent in 1902. 3—Dwight Fullerton. 4—Harry Foltz. 5—Millie Sonntag Urfer. 6—Phillip Schnabel. 7—George Vail. 8—Goldie Blair. 9—Kathryn Prophet Ouster. 10—Mary Longworth Breese. 11—Harley Killian. 12—Lester Downing, absent in 1902. 13—Edwin Gordon. 14—James Mackenzie, at whose home reunion was held. 15—Mary Stephens Laudick, who married Louis Laudick (25). 16—Ellen Smith Bellows. 17—Grace McClurg. 18—Blanche Winemiller Fisher. 19—Dorothy Jones Rohn. 20—Clara Byrd Haithcox. 21—Bess Myers Fisher. 22—Jessie Lundie Woodward. 23—Agnes Kemmer Thoms. 24—John Cable. 25—Louis Laudick. 26—Allen Booth. 27—Bessie Peat. 28—Anna Phillips Wittenbrook. 29—Elsie Cross Sher-rick. 30—Leona O'Connor. 31—Mary Bingham McNeal.





BEFORE FUMBLING, the guests eat a fried chicken dinner. Hostess Betty Campbell is on couch between

Mr. and Mrs. D. P. Dunklee. Her husband, Jack Campbell, is in white shirt, with his back to the camera.

A FUMBLE PLAYER



USING GRAPEFRUIT, Robert Curtis improvises bust with Germaine Delbecque's aid.

Life Goes to a Fumble Party

NEW GUESSING GAME IS PLAYED IN DARK

In Denver, Colo., where residents go in for vigorous outdoor entertainment like mountain climbing, people are now taking up a lively indoor game called "fumble." Like blindman's buff, fumble is a game of identification. A person is chosen "it" by drawing the high card from a deck. "It" goes to another room while the other players add and subtract clothes, put on masks or disguise themselves in other ways.

When everyone is disguised, they all fling themselves down into a huddle on the floor, making a confused tangle of bodies, arms and legs. Then the lights are turned off. "It" re-enters the room and, by fumbling among the tangled bodies, tries to identify a person. If someone is identified, then he or she becomes "it." But if the fumbler makes an error he must pay a penalty decided upon by the group.

Two of Denver's greatest fumble enthusiasts are Jack Campbell, owner of a piano company, and his wife Betty. To a recent party they invited LIFE Photographer Carl Iwasaki. The guests, all seasoned fumblers, included a surgeon, a state senator, the granddaughter of a former U.S. senator and the daughter of an oil company president. After the lights went out and the fumbling began, Iwasaki photographed with infra-red film and infra-red flash bulbs, which make it possible to take pictures in the dark. The guests had such a good time that they all agreed to play again the following week. "Nothing melts the social ice like a game or two of fumble," said Mrs. Campbell.



IN DARK JEAN DUNKLEE FUMBLES OVER JUMBLE. BODY VEINS SHOW BECAUSE OF INFRA-RED LIGHT

HAS TROUBLE DISGUIISING HIMSELF



LOSING GRAPEFRUIT, Curtis also loses patience. But his assistant finds it amusing.



EXCHANGING CLOTHES, Germaine, daughter of an oil company president, tries to put on Curtis' pants.



SAGGING, Curtis bends over double to save bosom. Germaine has trouble making zipper on pants work.



GERMAINE DELBECQUE GROPE OVER JEAN DUNKLEE'S BACK, GUESSED WRONG, HAD TO PEEL ONION



PAYING PENALTY for guessing wrong in game, Betty Campbell is dunked in the shower by Curtis.



SHIVERING, Betty Campbell waves goodbye to her guests. Another loser had to cut grass as a penalty.



SLEEPER'S SCENE IN CENTRAL PARK

Like the headline in the newspaper, the New York summer was too much for the man to take. Trapped by the tall towers that cut off the ocean breeze and hem in the air rising from the parched pavements, he fled the concrete toward the cool green of Central Park, drawn like a man in the desert toward a mirage. At the edge of one of the park ponds, his shoes off

and his feet dipped into the water, he slowly drifted off into summer slumber. As he dozed, the reflection of the Sherry-Netherland tower shimmered the way the image on a TV screen shimmers when the story goes into a dream fantasy, and the scene before the man wavered as it might if he were in the throes of an uneasy nightmare, brought on by the heat.

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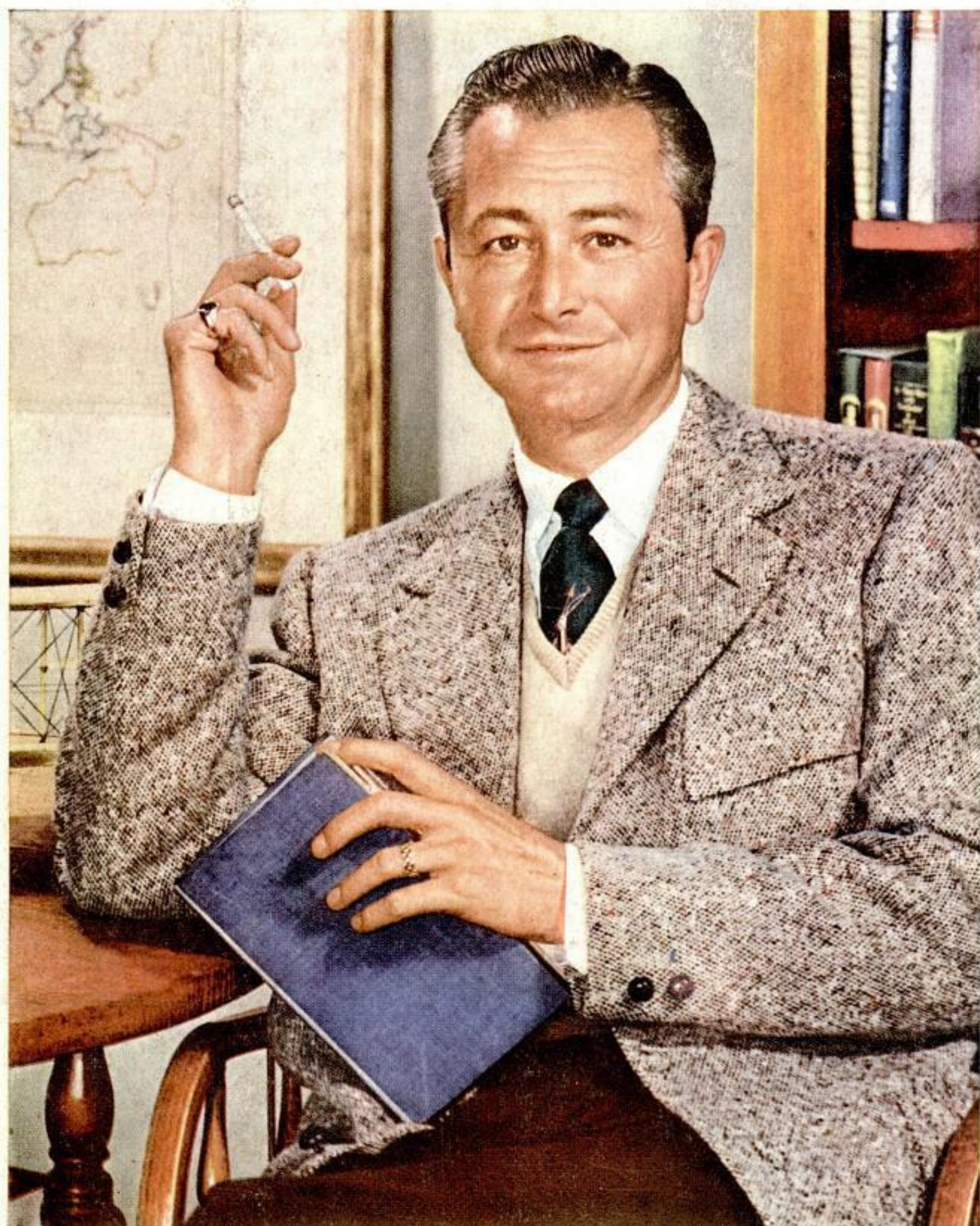
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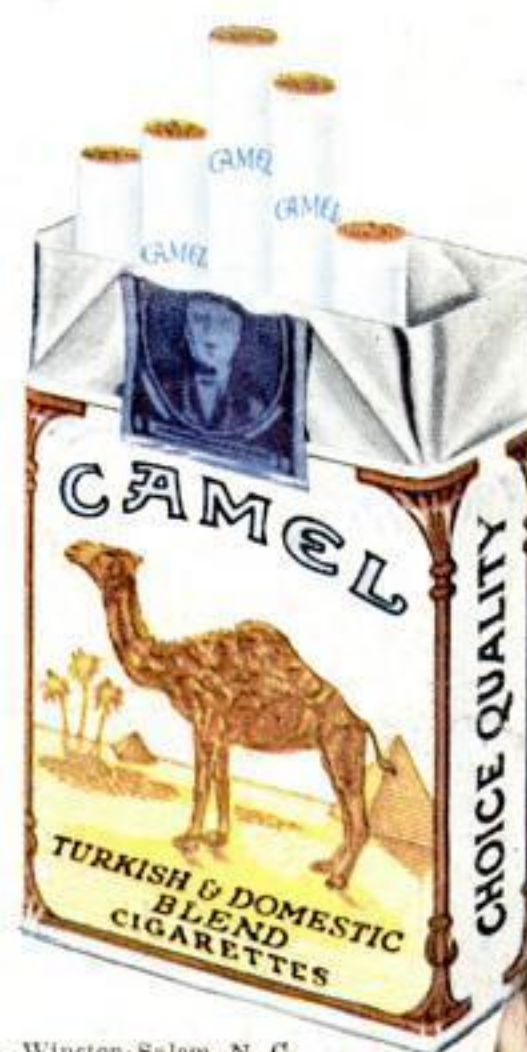
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